



اَوْنِيُوْزْ سِيْتِي تِي كُوْلُوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY

DIPLOMA ACCOUNTANCY (AC110)

AC1105F

FUNDAMENTALS OF ENTREPRENUERSHIP ENT 300

JISSYA ENTERPRISE

MAKEUP AND SKINCARE

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Accountancy (AC110)
Faculty of Accountancy
Universiti Teknologi MARA Pahang
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26400 Bandar Tun Razak, Pahang

15 January 2021

Madam Siti Fahazarina Binti Hazudin
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title "JISSYA ENTERPRISE - MAKEUP AND SKINCARE"
to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

Iman Aisyah

.....
IMAN AISYAH BINTI ZAINON
General Manager

ACKNOWLEDGEMENT

Firstly, we are most grateful and thankful to Allah S.W.T that ease everything for us during the completion of this business plan since it is one of the requirements that we need to accomplish, to submit our work assessment for the code Fundamentals of Entrepreneurship (ENT300). Moreover, this assessment has increased our knowledge in understanding business plan because we need to develop our creativity and ability to the fullest to create new ideas on business field and implied it in this assessment.

Secondly, we would like to express our special thanks to our lecturer, Madam Siti Fahazarina Binti Hazudin because she always guides, support and explain to us about the guidelines of this assessment. Furthermore, even though she is a very busy person since she also lecturing other class, she still response to our question regarding the assessment as soon as possible and give many explanation, advice, and comment to improve our business plan. Besides, we also would like to make an appreciation words to our parents because they always support us endlessly with their motivation speech when we feel like we want to give up whenever things get harder.

Thirdly, we will not forget to mention our thanks to our friends that always there for us to share their knowledges and ideas with us especially our group members that has been cooperate and helping each other out in completing this group work assessment on time. This is because without their cooperation this assessment will never reach an end and cannot complete before the date of submission for this assessment. Because of that, it was blessed to have their support and help.

Last, but not least we were very grateful for people that have help us directly or indirectly in getting this assessment done. As a result, we managed to finish our assessment in a very organize and creative way. Thus, we get to handle and deal with many problems that occur during our research to make this business plan done.

EXECUTIVE SUMMARY

Jissya Enterprise is a business based on variation makeup and skincare from local sellers and brands. Our business has commenced on 20/12/2020 in the market industry. Jissya Enterprise is located at Lot 6.29.00 Level 6, Pavilion Kuala Lumpur, 168, Jalan Bukit Bintang, 60000 Kuala Lumpur. For the operation hour, we open our business at 10 a.m. until 10 pm from Monday to Saturday and we will not be operating on Sunday.

The main objective of our business is to solve the problems that has been faced by many local sellers as this whole time, they did not have enough access in reaching their potential and targeted customers because they are only capable in promoting their product online. This is because, they did not have enough capital and marketing strategy to market their brands and products globally. On the other hand, customers also have a difficulty in buying makeup and skincare since there are many international products that offer their products at a very high price. Even though there are many local makeup and skincare products with a high quality had built their name in the market, it did not have the ability in gaining the trust of their potential customer as they are not convincing enough to attract the customers as they only sell their products through online based and does not have their own physical store. This factor has made a big gap between customers and sellers of a local beauty brands in Malaysia.

To solve this problem and achieve our business' objective, we provide a platform for local brands featuring makeup and skincare products. Top local brands are selected by consumers through their perception and preference, demonstrating the level of impact and influence of the brands in each consumer's life. We provide many local brands on our website that can benefits both males and females. With the development of application and smart phones, almost everything has become available at the touch of their fingers. Now customers can search for their desirable skincare and makeups at just one click at the same website. They can even choose to buy the products from not just one, but variety of brands under the same roof directly from our physical store.

In addition, with the existence of our services, we believe that we can stand along with the international makeup and skincare brands in the future. This is because, we had already got so many good responds and feedbacks from our loyal customers that had put their trust in our service.