



اَوْنِيُوْ سِيْتِيْ بَاتِيْ كُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ACCOUNTANCY
DIPLOMA IN ACCOUNTANCY (AC110)

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

LAVISH BEAUTY
HALAL EYELASH SERUM

GROUP: AC110 5F

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SUBMISSION DATE: 15 JANUARY 2021

LETTER OF SUBMISSION

Diploma in Accountancy (AC110)
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15 JANUARY 2021

Madam Siti Fhazarina binti Hazudin
Lecturer of Fundamentals of Entrepreneurship (ENT300)
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Universiti Teknologi MARA Cawangan Pahang
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Lavish Beauty – Halal Eyelash Serum**” to fulfil the requirements as needed per university requirements.

Thank you,

Yours sincerely

Rhea Manniesya

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Rhea Manniesya
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, firstly, we would like to convey our appreciation to Madam Siti Fahazarina binti Hazudin, our lecturer for this semester's Fundamentals of Entrepreneur. We would not be able to finish our group business plan on time without her constant support and assistance.

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EXECUTIVE SUMMARY

We wanted to create and establish a business that are closer to our hearts. We are women who love anything that makes us look pretty and can help us hide our flaws. Makeup, skincare and other beauty products provides an extra layer of beauty, which is seen by most people as a way to boost their confidence. We wanted to produce something that can help women show off their best features naturally, in this case, their beautiful eyes. Hence, we came up with the idea to start a business on eyelash serum. Since then, we tried to formulate and come up with another beauty or skincare product that can satisfy our consumers' want.

Our target market are women aged between 16 to 50 years old. Our products are certified by Ministry of Health (MOH). Therefore, new potential consumers should not be worried and hesitate in using our product, because it is guaranteed in terms of safety, quality, and efficacy. To add on, this product is a cruelty-free and Muslim friendly. It means that this product is halal and permissible in Islam. It is also wudhu-friendly, because it is not waterproof and water-permeable.

With the rise in popularity of personal care products, consumers are more conscious and concerned about what they put on their skin. Hence, they are demanding transparency and accountability from the brands they use. This is something that our business can easily provide because to us accessibility and transparency build trust. Therefore, we are not afraid to disclose the ingredients in our product.