



FACULTY OF BUSINESS MANAGEMENT

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
BA118 4K**

**FUNDAMENTAL OF ENTREPRENEURSHIP
ENT 300**

**Rose's Petal Boutique
Cosmetic Product**

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT300)

Attach is the business plan title "ROSE'S PETAL BOUTIQUE – COSMETIC PRODUCTS" to fulfil the requirements as needed as university requirements

Thank you,

Yours sincerely

.....
Nurasyiqin binti Basri
General Manager of Rose's Petal Boutique

ACKNOWLEDGEMENT

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Table of Contents

| | |
|---|----|
| LETTER OF SUBMISSION | 2 |
| ACKNOWLEDGEMENT | 3 |
| EXECUTIVE SUMMARY | 6 |
| BUSINESS MODEL CANVAS (BMC) | 7 |
| 1. BUSINESS BACKGROUND | 8 |
| 1.1 VISION AND MISSION..... | 8 |
| 1.1.1 Vision..... | 8 |
| 1.1.2 Mission..... | 8 |
| 1.2 ORGANIZATIONAL CHART | 9 |
| 1.3 LOGO AND MOTTO..... | 10 |
| 1.3.1 Logo..... | 10 |
| 1.3.2 Motto..... | 10 |
| 2. BACKGROUND OF PARTNERS | 11 |
| 2.1 GENERAL / OPERATION MANAGER | 11 |
| 2.2 ADMINISTRATION MANAGER..... | 12 |
| 2.3 MARKETING MANAGER..... | 13 |
| 2.4 FINANCIAL MANAGER | 14 |
| 3. ADMINISTRATION PLAN | 15 |
| 3.1 INTRODUCTION (ADMINISTRATION OBJECTIVES)..... | 15 |
| 3.2 MANPOWER PLANNING | 15 |
| 3.3 SCHEDULE OF TASK AND RESPONSIBILITIES | 15 |
| 3.4 SCHEDULE AND REMUNERATION..... | 18 |
| 3.5 OFFICE FURNITURE, FITTING AND OFFICE SUPPLIES | 20 |
| 3.6 ADMINISTRATION BUDGET..... | 21 |
| 4. MARKETING PLAN | 22 |
| 4.1 MARKETING OBJECTIVES..... | 22 |
| 4.2 DESCRIPTION OF PRODUCTS | 22 |
| 4.3 TARGET MARKET..... | 23 |
| 4.4 MARKET SIZE..... | 24 |
| 4.4.1 Population..... | 24 |
| 4.4.2 Total market size | 24 |
| 4.5 ASSESSING COMPETITORS (SWOT) | 25 |
| 4.5.1 Identifying competitors..... | 25 |
| 4.6 MARKET SHARE | 26 |

EXECUTIVE SUMMARY

Rose's Petal Boutique is a business located in Bandar Cassia, Batu Kawan, Penang. With our motto, "Confuse your mirror with our trendy outfits", we are a business based on partnerships which has 4 people working together and each holding important positions such as general manager, administrative manager, operation manager, marketing manager and financial manager

Established in the year 2021, Rose's Petal Boutique has been standing proudly on the land of Bandar Cassia to provide wonderful products to our dear customers. Here, we provide a variety of stylish clothes, high-quality cosmetics and breath-taking accessories to match with your attire. Our retail boutique focuses its lenses on local products and by no means will we use imported ones. This is to underline the importance of buying and selling local products which will support not only us but other local vendors. Furthermore, by doing this, there's a possibility for the local products to be known in the international market.

We offer these items suitable according to the demands of our customers who want trendy but high-quality items at affordable prices. Not just that, but our products are 100% owned by us. Customers can stop by our store or buy it online. With this business, customers can own whatever items they like depending on their suitability and taste.

With the loan we borrow from the bank and the capital contribution, we hope that our business can develop successfully and meet the needs of customers. We are also expecting that our business can grow in the future with the products we offer. Customer demand will increase over time so it will give us the ability to produce more items to meet customer demand. Thus, new ideas as designs will blossom and be created.

It is important for a business to gain profits so that it can continue to operate and provide a variety of products to customers. The more customers we can attract to buy from us, the more profits we can earn which results in the business becoming successful and being chosen by customers as their go-to-boutique. Of course, achieving such a thing is not as easy as it looks. That is why we will work diligently and creatively to satisfy the multiple needs of our dear customers.