



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS (BA111)

BA111 5C

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

BUSINESS NAME:

GLORIOUS PERFUME COMPANY

PRODUCT NAME:

GLORIOUS AROMATHERAPHY PERFUME

PREPARED FOR:

MISS NORULHUDA BINTI TAJUDDIN

PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Business (BA111)
Faculty of Business Management
UITM Raub Cawangan Pahang
27600 Pahang

21 January 2021

Miss Norulhuda Binti Tajuddin
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
UITM Raub Cawangan Pahang
27600 Pahang

Miss,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**GLORIOUS PERFUME COMPANY**” to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....*Aiman*.....

Aiman Bin Mohd Nor,
General Manager



EXECUTIVE SUMMARY

In view of our company business was Glorious Aromatherapy Perfume, which is located at Kuala Lumpur, TTDI Plaza, Taman Tun Dr Ismail. Our company vision is to become one of the famous brand's perfumes in Malaysian, meanwhile our mission is to put a higher standard in making product and to produce a product that has a lot benefit to the consumer. Moreover, the product that our company sell is aromatherapy perfumes which have a different uniqueness of the smell. In addition, the best about our product does not just smell nice but at the same time, it can release tension and give a good positive vibe for those that smell our perfume. To exemplify, the benefits of our company are to establish a perfume that can help customers who face problems like anxiety, depression and stress because our perfumes give a very pleasant aroma.

Furthermore, the CEO of this company was Aiman Bin Mohd Nor and followed by the manager, which is administration Miss Nur Syahirah, for marketing was Miss Aqidah Syazwani, for the operation was Mr Muhaimin, for financial was Miss Nurul Khaleeda and the rest is two workers. However, our company was established on 30 November 2018. Alternatively, for our target market, we target the adult and teenager. Especially for a female because perfume can always make them appear more attractive and confidently. Therefore, our perfumes not only female can use but also men it is because our perfume gives many benefits to consumers besides looking attractive and confident, our perfume gives a positive aura to consumers. Next, our company provide a service such as direct selling. Thus, we also communicate with our customer through a platform such as a website and Instagram because it easier to get feedback from that through that's application. Therefore, we put a high expectation and hope that our products are successful and known by many people and not only that our company also hopes that our products provide satisfaction and benefits to consumers.

1. BUSINESS BACKGROUND

Name of the Business	Glorious Perfume Company
Business Address	KUALA LUMPUR, TTDI PLAZA, TAMAN TUN DR ISMAIL
Correspondence Address	KUALA LUMPUR, TTDI PLAZA, TAMAN TUN DR ISMAIL
Website	
E- mail	
Telephone Number	
Fax Number	
Form of Business	Limited Liability Company
Main Activity	Operating Business Activities
Date of Commencement	30 November 2018
Date of Registration	30 November 2018
Registration Number	201801000006
Name of Bank	CIMB BANK
Bank Account Number	

1.1. Vision and Mission

1.1.1 Vision:

- To become one of the famous perfume brands in the Malaysia.

1.1.2 Mission:

- To put a higher standard in making product and to produce product that have a lot benefit to consumer.