



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا
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TEKNOLOGI
MARA

FACULTY OF CIVIL ENGINEERING
DIPLOMA IN CIVIL ENGINEERING (EC110)

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT300

CLASSIQUE.MY

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LETTER OF SUBMISSION

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Madam,

Submission of the Business Plan (ENT300)

Attach is the business plan title “CLASSIQUE.MY” to fulfill the requirements as needed as university requirements.

Thank You,

Your sincerely

.....
MUHAMMAD AQIL BIN ZULKIFLY
General Manager

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EXECUTIVE SUMMARY

Classique.my Perfume is the next evolution in how people express themselves through scent. Classique.my is a fragrance business that intends to be based in Selangor, Malaysia and established for the purpose of catering to clients that are both domestic and foreign in nature. We also intend to produce a variety of fragrances to cater to our teeming customers. Besides our products, we intend to offer consultancy services and franchises as well.

Our vision which is to be the leading perfume and fragrance industry in Selangor as well as the whole of the Malaysia will be achieved as we have put together the best strategies to ensure that these goals and missions are achieved.

We know how important it is to acquire the best machineries and equipment that will ensure production gives us optimal performance. Our maintenance team will be on hand to constantly give our machines a thorough check every now and then and ensure that major breakdowns are prevented from occurring.

Retaining our customers is a very strong suit for us and so we have strategies in place to ensure that our customers remain happy with our products and services. This can be achieved if we employ the best customer service executives who are adept at handling orders, promptly attending to complaints and inquiries. We also intend to provide a listening ear to our clients for feedbacks that will help make the company progress.

Our responsibility as a company means that at all times, we must demonstrate our corporate culture and ensure that our foundation remains solid by remaining proactive and modifying weak strategies to make them stronger.