



اَبُو سَيِّدِي تَيْكُونُو لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FAMAZ BEAUTY

Faculty : FACULTY OF HOTEL AND TOURISM MANAGEMENT

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Group Name : FAMAZ BEAUTY

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1. EXECUTIVE SUMMARY

The name of our business is Famaz Beauty Enterprise. The company is a partnership between 2 entrepreneurs, Abdul Mubin Bin Zulkifli and Muhammad Farredzul Ashyreen Bin Asli. The business administration is based at Imago KK Times Square Loft Residence, E-6-16, Imago KK Times Square, Coastal Road, 88000 Kota Kinabalu, Sabah. This business is expected to catch the interest of regular customers, especially beauty skin lovers who are concern about the healthy skin and also the low to middle income groups. We operate our business by utilized the e-commerce through our social media such as Instagram and Facebook. We choose E-commerce as it is easy to attract customers via internet and to strengthen the marketability of the business, to be ahead of competitors. It is also regarded as a strategy to get regular customers and to make it easier for them to purchase our product.

This business plan is prepared to analyse and evaluate the viability of the proposed venture. Besides that, it also acts as a guideline for managing the business. It contains marketing plan, organizational plan, operations plan and financial plan. It is an important benchmark to help the business gauge the business process. Furthermore, this business plan also allocates the business resources effectively to avoid unnecessary wastage and to ensure optimum returns on investment.

Marketing strategy	We attract our customer through events and social media such as Instagram and Facebook page.
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1.3 The Future

Vision statement	To be the an establish social enterprise towards giving positive impact measure to the nation.
Goals/objectives	To be the pioneer millennium generation as the social entrepreneurs to innovate positive ideas on giving back to the society.

1.1 Description of The Business

Business name	:	FAMAZ BEAUTY ENTERPRISE
Business structure	:	Partnership
Location	:	Imago KK Times Square Loft Residence, E-6-16, Imago KK Times Square, Coastal Road, 88000 Kota Kinabalu, Sabah
Date of establishment	:	13/11/2016
Date of commencement	:	12/10/2017
Business owner(s)	:	Muhammad Farredzul Ashyreen Bin Asli
Products/services	:	We sell merchandise such as health skin product. On the first period of our operation we had found that the demand of our merchandise were positive, whereby, our first cycle of our product sold for a week.

1.2 The Market

Target market	:	Our potential customer is generation Y and the Millennium that are beauty skin lovers. We target middle income group and most of the them are easy to be attract to beauties of skin and face.
Marketing strategy	:	We attract our customer through events and social media such as Instagram and Facebook page.

1.3 The Future

Vision statement	:	To be the an establish social enterprise towards giving positive impact measure to the nation.
Goals/objectives	:	To be the pioneer millennium generation as the social entrepreneurs to innovate positive ideas on giving back to the society.

1.4 The Finances

Estimated Turnover :	We estimated two cycle of production produce to sell in one month .
Estimated Profit :	We estimated the profit for the first year is RM 15,000 and it will increase 20% every year. Moreover, 20% of our profit need to contribute to our beneficiaries and another 80% will be our initial profit.
Estimated Value of Asset :	None
Initial funds required :	RM 10,000.00
Source of funding :	Self-own capital

1.5 Operations

As for our operation, we have our own quality control through inspection process. Before our products are marketed, we will make inspection. This process is important to ensure customers can use our products in good condition and also to maintaining company good reputation and image.

People across Sabah have decided to use our product when they want to fulfil their confident on beauty and healthy skin, for example to have their flawless face, anti-aging skin and remove pimples acne or to make over their confident appearance through community. Famaz Beauty has predicted this opportunity to provide the best and highest quality of beauty and health skin product to all people, despite their age or gender. This has shown that Famaz Beauty has the ability to be one of the most successful health and beauty skin retail merchandise in Sabah.