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Semester :2

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Submission Date
15 DECEMBER 2017

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1.0 EXECUTIVE SUMMARY

Herba Organik Kecantikan(HOK) is a start-up health and beauty online business operating in Kota Kinabalu, Sabah. HOK expects to catch the interest of regular loyal customers with its high-quality turmeric face mask product. The company plans to build a strong market plan in the target areas, following the partners' industry experience and high competitive climate of online business in the area. HOK aims to offer its products at a competitive price to meet the demand of all levels of income of locals and foreigners.

Company is incorporated in Sabah. It is equally owned and managed by three partners. Ms. Emy Nazirah, General Manager of HOK, has the experience in managing human resource and planning business strategies. Fridditer Mauntas hold the Marketing Manager position, has the experience in marketing management. While Bradley Ryan Junaidi brings his experience in financial management.

Our company offers face mask turmeric product. It is a handmade product with herbs and organic ingredients. We are supplied this product by Turmeric Face Beauty company. We manage to promote the complete product that has the potential in the market through online business.

3. Generates net total income of RM3000 in Year One.
4. Maintain an average direct cost of lower 40%, and high gross margin.

Objectives

- Generates net total income of RM3000 in Year One.
- Build pricing programs based on the assumption of 10% profit.
- Increase sales approximately 70% in Year Two and 20% in Year Three.
- Enlarge and develop our company in Year two.

Our Products

Basically, our product are face turmeric made traditionally with herbs and organic substances, honey as well as some additional materials. We have made various sets of combination of the products to create better options for the customers.

2.0 COMPANY PROFILE

The name of our company is Herba Organik Kecantikan. Basically, we are running an online business that sells health and beauty products. The name of our company represents the products we offered which is the organic products. It also clarify which industry we are get into. The purpose of developing this business is to provide our main product which is the turmeric face mask, a handmade product that used organic and herbal ingredient for healthy face. The operation of this business is 24 hours as it is an online business that customers.

2.1 COMPANY BACKGRROUND

Vision

Our vision is to produce reliable products and services as well as be acknowledged company.

Mission

1. To give satisfaction to our customers through our products and services.
2. To expand our product line in year 2.
3. Generates nett total income of RM3000 in Year One.
4. Maintain an average direct cost of lower 40%, and high gross margin.

Objectives

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