



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكُوْلُوْكِ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CLASSYQUEEN BUSINESS PLAN REPORT

FACULTY : FAKULTI PENGURUSAN HOTEL DAN PELANCONGAN
PROGRAM : SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
PROGRAM CODE : HM241
COURSE : ENTREPRENEURSHIP
COURSE CODE : ENT530
SEMESTER : 2
GROUP NAME : CLASSYQUEEN
GROUP MEMBERS :1. SENORITA BINTI JERIUS (2016524133)
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Submitted to

DR. JACQUELINE KOH

Submission Date

15 December 2017

1.0 EXECUTIVE SUMMARY

TABLE OF CONTENTS

We are from ClassyQueen Company are a startup company that sell beauty and cosmetic product which is "Hibrow". The company type is partnership between two person with different education background. Hibrow is an product used in woman or man eyebrow to make it bold and thickened than the usual normal eyebrow. It last for 7 days in a person eyebrow. This allowed users to only draw and apply the eyebrow once rather than the usual eyebrow pencil that need to be draw everyday.

From this research we are also have found the SWOT of company which is strength, weaknesses, opportunity and threat. This will help us to determine our company plan and opportunity to expand and improve the company.

We will accomplish this using high quality manufacturing and research, a creative marketing program, and a comprehensive distribution network using both brick and mortar retail outlets, internet presence, and a consumer catalogue.

By utilizing this multi-channel approach we will be able to reach the niche market for quality personal care products rapidly and efficiently. It will allow us to develop ClassyQueen as the brand for quality cosmetic products within our target market.

TABLE OF CONTENTS

Contents	Page Number
1.0 Executive Summary	1
2.0 Company Profile	2-8
3.0 Environmental Industry Analysis	9-10
4.0 Operation / Production Plan	11
5.0 Marketing Plan	12-20
6.0 Organization Plan	20-22
7.0 Assessment of Risk	22
8.0 Financial Plan	23
9.0 Conclusion	29
10.0 Appendices	30

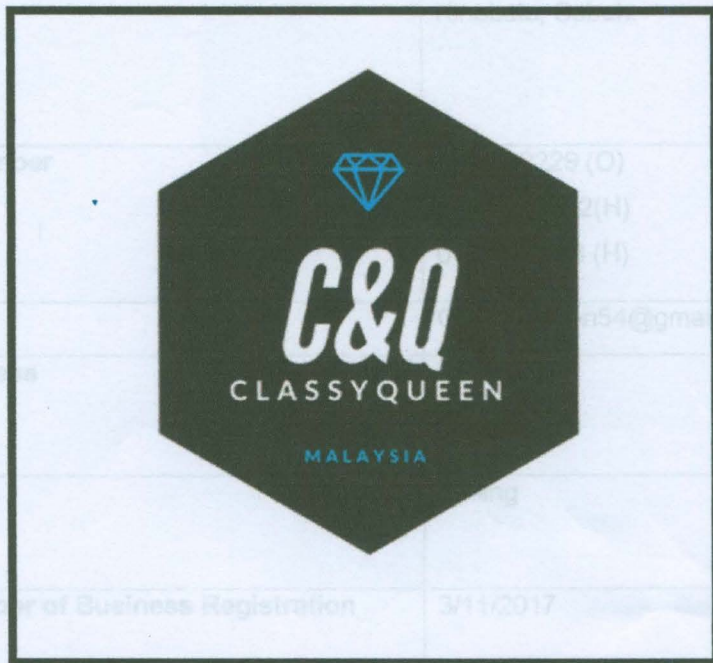


The name of our company is ClassyQueen. Table 1 shows the logo of our company. We wanted to make the logo as simple as possible so that our logo will be easily memorize by the customer. We choose black color as the major color of the logo. C&Q stand for ClassyQueen. According to the oxford dictionary, "classy" stand for stylish and sophisticated. We wanted to offer end stylish and sophisticated product to our customer. This is really important as it is the core and basic requirement from our company. We choose to put the blue colored diamond shape in our logo to give it a classy look and make it more creative. The words in the logo are colored white and blue.

2.0 COMPANY PROFILE

2.1 Company Name and Logo

Name of Business/Company	Table 1 : Company Logo
Address	1borneo, Lot G-226, Jalan Sulaiman, 88450, Kota
Telephone Number	329 (O) 2(H) (H)
E-mail	54@gmail.com
Form of Business	
Main Activities	
Date and Number of Business Registration	3/11/2017
Date of Business Commencement	3/11/2017



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2.2.4 Company Objectives

2.2 COMPANY BACKGROUND

2.2.1 Vision

To establish ClassyQueen as an important brand that represents quality in cosmetic and beauty product.

We will accomplish this using high quality manufacturing and research, a creative marketing program, and a comprehensive distribution network using both brick and mortar retail outlets, internet presence, and a consumer catalogue.

By utilizing this multi-channel approach we will be able to reach the niche market for quality personal care products rapidly and efficiently. It will allow us to develop ClassyQueen as the brand for quality cosmetic products within our target market.

2.2.2 Company Mission

1. Offer quality and comprehensive beauty solutions to our customers.
2. Share success with our staff.
3. Build long-term partnership with our suppliers.
4. Adhere to the principles of good corporate citizenship

2.2.3 Our Motto

"Customer Satisfaction Guaranteed", We wanted to guaranteed our customer in term the satisfaction in using our product.

3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

Our product are made to meet the unmet needs in the marketplace. We have identified that our product is the first product that offered customer a long lasting eyebrow which can