



اوتبورسييتي تيكنولوغي مابارا
UNIVERSITI
TEKNOLOGI
MARA

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2. <u>BUSINESS PLAN TITLE</u>	4-15
3. Faculty Environments : Business Management	16-17
4. Program Description of : Bachelor (Hons) Business Management Economic Business	
5. Program Code : BM250	20-30
6. Course : Entrepreneurship	21-29
7. Course Code : ENT530	30-39
8. Semester : 3	40
9. Group Name : BEAUTY HANDMADE HERBAL	41-52
10. Group Members : Miggewati Matius	53-55
10. Appendices: Cyrel Rulin	

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Submitted to:

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2. COMPANY PROFILE

1. EXECUTIVE SUMMARY

BACKGROUND OF THE BUSINESS

Our company, Beauty Handmade Herbal is a startup and targets at entire family with their various herbal soaps. The market has been segmented according to geographical locations. It further differentiates the segment which takes into account the criteria of education and profession which ultimately measures the financial ability to consumers. The products are produced with natural ingredient and herbs. There are 5 varieties of soap based on skin type and the body. The soap is suitable for the skin types such as normal skin, dry skin, oily skin and sensitive skin.

Since the demand for soap market is to great extent variations in price lead to price war which can eventually break down the company market share. Thus Beauty Handmade Herbal soap provide a better price than its competitors. Moreover, the price affordable by most of the people. Beauty Handmade Herbal is one of the largest promotional activities in the herbal soap industry in Kota Kinabalu.

The company expect to gain profitable market share within short period of time. Determination have been made for the size of market, amounts of budget and kind of advertising. Our market target of customers' characteristic is come from all income level, and for all of the customers' level of ages between 20 years old to 60 years old. Beauty handmade herbal soap has developed a marketing strategy to emphasize the quality of product. We feel that our company is uniquely positioned to profit changes in the industry, and we feel that our company have gained into higher levels of profit and customer satisfaction. We are believe that we will be able to achieve our business goal with our business financial position statement. We will get our return modal within short time and our current ratio will cover our liabilities and put our business in comfort stage with the highest.

2. COMPANY PROFILE

COMPANY LOGO

BACKGROUND OF THE BUSINESS

Our company, Beauty Handmade Herbal, was developed on July 1st 2017. The business location is located at Lot20,Lorong 18,Taman Sri Keyan 88200,Kota Kinabalu,Sabah.

This company was established by 3 partnership members, that consist of three women that cooperated together. The idea come when one of the partnership members suggested that handmade herbal soap can get awesome respond from customers that come from all of level of ages between 20 years old to 60 years old. Beauty Handmade herbal is providing variety of natural herbal soap. We choose the company name, Beauty Handmade herbal because the natural ingredients used to make this products is suitable and safer for every types of customer in Malaysia.

We hope that this business is meeting the demand of each our prospect. To build this business, we have put all of our effort and does some research on the market demand for the products. We also hope that our business, Beauty Handmade Herbal , can run smoothly. For all of our company's members, we hope that they are giving all their effort on perform their own duties. The most important in this business is we want to make sure that every customer will satisfy with our products' and service's quality. So, we believe that Beauty Handmade Herbal soap is profitable , and will be successful in Malaysia.

PARTNERS BACKGROUND

COMPANY LOGO



As for the logo that we really put the mean on every words and colour that we use. These words represent our products in which is handmade herbal soap. We illustrate it from our main products variety of the soap . It is very simple, easy to pronounce and to be remembered by our customers. The 'organic communities' means that there is natural soap that very safer and healthier without any chemical. Moreover, the circle is a symbolic as our customer that we are also focusing on our customer satisfaction around our geographical areas and the market segment. The heart symbol is to give customer to be aware spreads the love to other people about the uniqueness the handmade herbal soap.

Skills : Able to speak English, mandarin, Microsoft skills.

Experiences : Executive manager operational management of Maybank

Present Occupation : Executive manager of operational management

Previous Business experience : selling product handmadesoap