

LOSSA SDN. BHD

PRINCIPLES OF ENTREPRENEURSHIP (ENT 531)

FACULTY & PROGRAM : FACULTY OF HOTEL AND TOURISM MANAGEMENT

SEMESTER : 2

PROJECT : BUSINESS PLAN

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LECTURER : JACQUELINE KOH

DATE SUBMISSION: 9 MEI 2018

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1.0 EXECUTIVE SUMMARY

The owner makes a business plan as a guideline in determining the direction of the business as well as to achieve the stated goals. This business plan will explain in more detail the services and products offered by the Lossa Enterprise store to buyers.

Lossa Enterprise has a manager and three staff. Lossa Enterprise is divided into 3 division units that is, production, marketing and finance. Each has its own roles.

The owner intends to further develop his business. Therefore, the owner needs capital. The owner applied for a loan from the bank. This capital is used to purchase assets and raw materials for business.

Lossa Enterprise sells a wide range of beauty and health products including printing services. Campaigns are aggressively competing with other stores. Among the selling strategies are market penetration, market development, product development, diversification, pricing strategy, advertising and promotion.

The owner is upset that sales will increase every month due to the effectiveness of the promotion being carried out. Therefore, the owners hope that Lossa Enterprise will grow and gain a place in the hearts of the community and can open more branches in Malaysia and overseas in the future.

While, yellow colour mean that this colour describe that our company is optimistic. Yellow is a compelling colour that conveys youthful and fresh energy. This colour of existence is uplifting and illuminating and associated with success and confidence.

Thus, the word of lossa mean is the initial name of each member of the company which is there are 5 person only in our company. We get L from initial name for Liliyana George, O is for initial name for Oliviana Rohad, and double S is from initial name for Sylviana Anelda Jaitan and Siti Aishah bin Karmun.

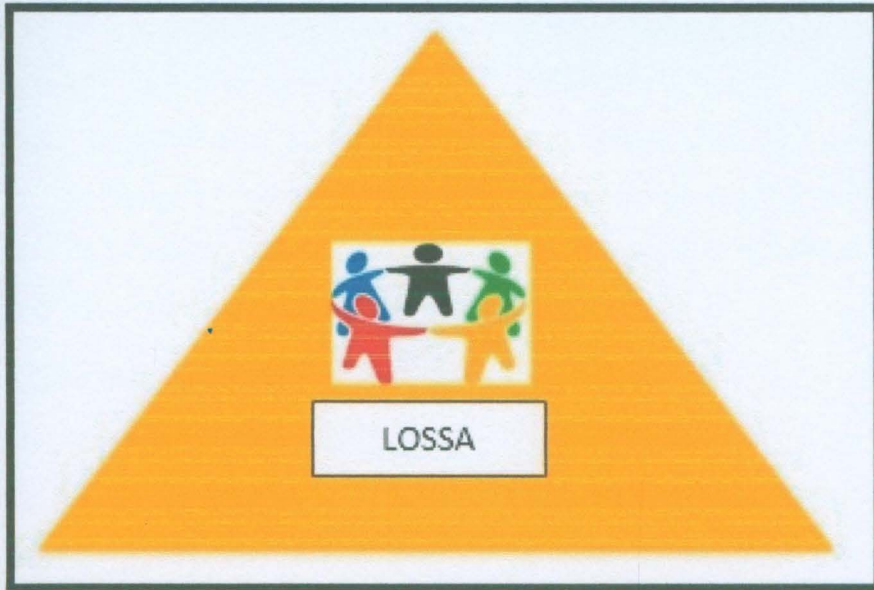
While, the last one is A which is from initial name for Azzahra bin Hafid. As the combined result, we choose Lossa as our company name. This is because we believe that we have our own strength of each member to keep the company increase and strong when competing with the other companies.

The last one is the image of people in circle. The meaning of this image is we as a member of Lossa company want to work together and we want to develop the company grow.

2.0 COMPANY PROFILE

2.1 Details of Company Name and Logo

Our company name is Lossa enterprise. The company logo is as feature below:



There are three sections in this logo. The first one is on the triangle shape; we decide to choose the triangle shape because our company believe that we can always keep strong even though our company goanna compete with the others company.

While, yellow colour mean that this colour describe that our company is optimism. Yellow is a compelling colour that conveys youthful and fresh energy. This colour of sunshine is uplifting and illuminating and associated with success and confidence.

Thus, the word of lossa means is the initial name of each member of the company which is there are 5 person only in our company. We get L from initial name for Lilyana George, O is for initial name for Oliviana Rolind, and double S is from initial name for Sylviana Imelda jailani and Siti aisah binti karmin.

While, the last one is A which is from initial name for Azmain bin damit. As the combined result, we choose Lossa as our company name. This is because we believe that we have our own strength of each member to keep the company maintain and strong when competing with the other companies.

The last one is the image of people in circle. The meaning of this image is we as a member of Lossa company want to work together as one team to develop the company grow

2.2 COMPANY BACKGROUND

This company founded by five passionate persons and each person offer a different product to the customer in one company. This company established on 1 march 2018. The location of our company is at 1 Borneo Hypermall, Jalan sulaman, 88000 Kota Kinabalu, Sabah. Azmain bin damit offer a printing service, Siti Aisah binti karmin offer kayakap soap while Oliviana Rolind offer a “Jamu montok” and Sylviana Imelda jailani offer a cosmetic. The last one is Lilyana George offer delicious chips with three types which is “kerepek gulung coklat”, “kuih gunting sambal” and “kuih gunting cheese”. We combine our product in one company and sell it together. Our company is registered under Dewan Bandaraya Kota Kinabalu on 17th April 2018.

Our vision for Lossa enterprise is to become a well-known seller that fulfils the satisfaction of customer. We want people know of our product and make them to trust of our product. Our company going to put more hard work to attract customer and tell them that our company is trusted seller. We always put customer as a first priority in the business. On the hand our mission is to provide a high quality and enable our customer to experience with a cheaper and affordable variety of our product. We want to achieve this mission to get a high satisfaction and profit if we able to complete this mission.

Other than that, there are two objectives that our company should to achieve it. The first one is a short- term objective which is the objective is to provide a good service to our customer. Being a best company, we have to give the best service as we can to make sure to get back a repeated customer as our loyal customer. This is because by giving a best service, the customer will trust us as a best seller. In other words, maintain the standard price to ensure it is affordable. Thus, putting a standard price keep the customer as our loyal customer because the product that we going to offer is not too expensive. It does not matter for who have a low salary; they still can buy our product as we offer an affordable price to customer.

As for the long - term objective, we will expand our product to sell thing such as variety product and expend our target market into other place such as all the public University in Malaysia and the other customer. While, having a wide market can help to get a higher customer when our company well-known all over in Malaysia and not only target for student but also target for worker and other more. Our company sell a variety kind of product which is Kayakap soap. This Kayakap soap have many interest such as get rid of body odor and help remove acne, while, Jamu Montok have their own goods such as strengthens the