



اُيُونِيسِيْتِي تِكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FABULOUS WITH AINGELLA

Faculty : Business Management
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EXECUTIVE SUMMARY

Nowadays, online business is more efficient and excellent for entrepreneur. Thus, entrepreneur use technology to increase their sales of products or services from time to time to compete with global requirement. Also, competitors are already in their move to launch products and services to satisfied 'hunger' people. In other words, competitors compete each other to get profits even if sometimes gain losses. Entrepreneur acts as mover of the economy which involves in business of products and services. Therefore, it is obvious if we said that entrepreneur has absolute right to deal with products and services to be known more widely in the world.

Fabulous with Aingella is a business company that provide with variety items such as Coffee Scrub, Rice Milk Soap, Whitening Body Scrub, Herbal Soap and Lip Scrub. Our focus is to make beauty face with healthy. Apart from that, our product is unique because it can make beauty while make our face more healthy. We will fulfill customers need and provide tutorial to teach how to use our products. Fabulous with Aingella is not a business that want gain profit or loss but we want to satisfy our customer to make them beauty while make them healthy face. Our target for customer is to make them confident with healthy face in front of people.

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Nature of Business	Product	
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COMPANY PROFILE

Introduction

Name of Company	Fabulous With Aingella
Nature of Business	Product
Industry Profile	Partnership
Location of The Business	
Date of Business Commencement	3 November 2017
Factors in selecting the Proposed Business	This product have potential to develop in each states in Malaysia
Future Prospect of the Business	<ol style="list-style-type: none">1. Produce our own products2. To be well known beauty product company in Malaysia3. Have a name in International Market

ENVIRONMENTAL INDUSTRY ANALYSIS

Our product is currently known in the market, so that's why we will need investors to give fund to our company because we want to produce and provide a unique product and also upgrade our products to be identified in the market. Since we are partnership and our contribution will be limited, so we will need investors to help us to expand our company. To make our product to be identified in the market, we are using competitive advantages which are cost – leadership, differentiation and focus. On the cost – leadership, our product mostly are cheaper in term of cost because our product are not using expensive raw material. Of course our product is different from other product in term of ingredient, packaging, and price. Since our business nearby on University, we are focus more on students, to person who have skin problem and to person especially women who is afford to buy. Mostly our focusing is women.

In our company structure we have only 3 persons because we are using online business whereby we are partnerships. Since we are using online business, our company size is quite small industry. Because of this small industry our company will affected with other company whereby other company can produce more since their company expanding in the industry. It is doomed to us. But we are not down for it because we know trends of beauty now are very important for women, so we decide to expand our product and more focusing to our customers. We are using media social such as Instagram, Facebook and Blog to promote our product and to be well known in the international market.