



اَوْنِبُوْزَسِيْتِي تِي كُوْلُوْ كِي مَارَا  
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## **VARIATI ENTERPRISE BUSINESS PLAN**

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Last but not least, we would also like to thank our fellow classmates and all the people for their help, directly and indirectly, in completing this business proposal.

## **EXECUTIVE SUMMARY**

Variati Enterprise was chosen as the name of our company because we sell products of different categories, such as; food, accessories and fragrances. We sell chocolate moist cake, brooches, handmade pearl jewellery and car and home perfume. Each of our products come from different suppliers, but we choose the best suppliers with affordable and quality supply.

There are important criteria and prerequisites that must be fulfilled which require the involvement of the effort and the precision of offering our services and products. Without such requisites and prerequisites, the business cannot run properly and the company's organizational goals will not be achieved.

First, the company has to obtain a business license from relevant authorities. The company must be registered and recognized by certain departments of the government such as the Health District Affairs, Suruhanjaya Syarikat Malaysia (SSM) and Kota Kinabalu City Hall (DBKK) on the regulations of the operation of the business.

Second, the needs and demands of the customers are to be recognized in order to satisfy them. This can be done via market research and by providing better products and services that are also unique compared to our competitors whom are selling other kinds of snacks. When the requirements are fulfilled, we can maximize the profits for the business and then boost the number of our customers.

Next, all of the important machineries, equipment and materials have to be checked and are in well maintenance to ensure that the business runs smoothly and avoid any risks of technical disturbance.

Finally, in order to run the business according to budget, we have decided that we will not hire any workers and instead work on the business ourselves. Each and every one of us will play our role or job assigned to run the business. This will cut down the budget on remuneration as well as maximizing the profits gained.

## COMPANY PROFILE

### NAME OF COMPANY

The name that has been chosen for the company is Variati. The word “Variati” or spelt in English is “variety”, primarily indicates that there will be a variety to the types of product that our company offers, specifically food, accessories and fragrances. Variati Enterprise sells chocolate moist cake, brooches, handmade pearl jewellery and car and home perfume.

### COMPANY LOGO



The dark, black background and the two straps of leaves are to show the grace of our company. The font of “Variati” is in Italic and the colour chosen is gold to boost the elegance of the logo. Last but not least, the image of the gold rose on top of “Variati” adds to the beauty of the logo.