



UNIVERSITI TEKNOLOGI MARA

FACULTY OF PLANTATION AND AGROTECHNOLOGY

AT120

DIPLOMA IN PLANTING INDUSTRY MANAGEMENT

Group Business Plan Report (50%)

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

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PRODUCT NAME: Farsaélle Scents

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A. Executive Summary

Farsaélle Scents is a partnership-based perfume business established to meet the growing demand for affordable, high-quality, and halal-certified fragrances among students, teenagers, and young adults. The business specializes in inspired, oil-based perfumes offered in convenient 10 ml and 15 ml portable bottles that are easy to carry and suitable for daily use. Despite their compact size, the perfumes are long-lasting, skin-friendly, alcohol-free, and unisex, making them suitable for both men and women, including Muslim consumers. The business operates in Beaufort, Sabah, a developing town with relatively low competition in the perfume retail market. This strategic location allows Farsaélle Scents to build strong customer loyalty while expanding its reach to nearby areas such as Membakut, Kuala Penyu, and Sipitang. In addition, the business maintains a small perfume workshop near the retail outlet, enabling better quality control, efficient stock management, reduced production costs, and smoother daily operations. Farsaélle Scents is managed by five partners, each responsible for a key functional area: general management and finance, administration, operations, marketing, and customer service. This clear organizational structure ensures effective management, accountability, and smooth coordination of business activities. The company's vision is to create a minimalist yet elegant fragrance brand that fits every lifestyle, while its mission focuses on delivering long-lasting, affordable perfumes that enhance confidence and individuality. The target market consists mainly of local teenagers, young adults, and working adults in Beaufort and surrounding areas. Market analysis estimates a potential customer base of approximately 400 people, generating an estimated monthly market value of RM4,800. Through competitive pricing (RM20 for 10 ml and RM25 for 15 ml), strategic promotions, and both physical and online sales channels, Farsaélle Scents aims to capture an initial market share of 6%, with steady growth projected over the next three years. Sales forecasts indicate total revenue of RM222,650 in Year 1, with expected increases of 10% in Year 2 and 15% in Year 3. The business applies well-planned marketing strategies based on the 4Ps—product, price, place, and promotion—supported by social media marketing, in-store promotions, and direct customer engagement. Operational plans emphasize inventory control, quality assurance, efficient manpower planning, and compliance with all required licenses and regulations. In conclusion, Farsaélle Scents demonstrates strong business potential due to its affordable pricing, halal and alcohol-free positioning, strategic location, structured management, and growing market demand. With proper financial planning, effective marketing execution, and consistent product quality, the business is well-positioned to achieve sustainable growth and become a trusted local perfume brand in Beaufort, Sabah.

1.0 INTRODUCTION

(i) Business Background

Farsaélle Scents is a small perfume business that is owned by five partners. The business focuses on producing and selling high-quality inspired perfumes in 10–15 ml bottles. These

small bottles are easy to carry, simple to use, and suitable for daily use. Even though the size is small, the perfumes are long-lasting and smell like expensive premium brands. Farsaëlle Scents offers many types of fragrances such as musky, fruity, woody, floral, and fresh. This gives customers the chance to choose a scent that matches their personality. All the perfumes are unisex, which means they can be used by both men and women. Our perfumes are also halal and alcohol-free, making them safe for Muslim users and gentle on the skin. The business was started because many students, teenagers, and young adults want good-quality perfume but cannot afford expensive branded ones. Inspired perfumes are becoming more popular because they smell nice and are more affordable. Farsaëlle Scents aims to provide perfumes that look premium, smell great, and are sold at prices that students can afford. The business is currently operating in Beaufort, Sabah. This location was chosen because there are not many perfume businesses in the area, which means less competition and a better chance for Farsaëlle Scents to grow. Beaufort is a developing town with a stable community, making it easier to build customer trust and loyalty. Its location also allows the business to reach nearby areas such as Membakut, Kuala Penyu, and Sipitang. With fewer competitors, Farsaëlle Scents has a strong opportunity to become a popular perfume brand in the area. In addition, we also have a small perfume production workshop located in a nearby village, not far from our selling location. Having our own workshop helps us control the quality of our perfumes, keep enough stock, and reduce production costs. The short distance between the workshop and our selling place makes transportation easier, allows faster restocking, and helps our daily operations run smoothly. The purpose of this business plan is to explain the direction of the company, including marketing strategies, operation plans, sales targets, financial planning, and the roles of each partner. This plan helps the business run in a more organised and professional way. It also guides the partners in making good decisions to grow Farsaëlle Scents into a trusted and successful perfume brand.

Name of Company	Farsaëlle Scents (Perfume)
Business address	
Website/email address	
Telephone Number	



Figure. 1.0