



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**[REPORT OF BUSINESS PLAN]**

**ENT 300**



**Prepared by:**

Siti Salwa binti Husain  
(2017310935)

**Prepared to:**

Sir Mohd Najmie bin Osman

**Date of submission:**

15 June 2020

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## Executive Summary

### Product Offered

The product that I was offered to my customer was any type of lip cosmetics such as lipstick, lip mate, lip tint and also lip balm. The reason why I choose to make my own brand of lips cosmetic is to fulfil my criteria and suit my lips which are worth to Asian people. The best part of my lipstick is we are using **honey** and **lemon** to all of our lipstick either lips mate, lip tint or lip balm. We make this lipstick to be fair as men also can wear our lipstick. This helps to improve our lips. Just like lime, lemon can also eliminate the dark colour on the lips so that red lips appear natural. Lemon is often used to counteract dark spots or spots on the skin. I named my lipstick is Lipslous Lipstick.

The benefits of the glow in the lemon content can help brighten the colour of the lips. Honey is also powerful in normalizing the texture of the lips to make it smoother and less fragile. Because honey contains many vitamin B, calcium, sodium, iron, or potassium nutrients that are good for lip health. Yes, a healthy lip also helps make the lips look natural. In addition, the use of honey as a mask on the lips is very effective in eliminating bacteria. The anti-bacterial content is able to heal the wounds on the lips which usually occur due to broken skin of the lips.

Lips are the most attractive part on our face than the other part. Lipstick has a rich and colourful history. Throughout history, women have always worn lipstick to make them more noticeable and attractive. Lipstick draws attention to the lips and makes them stand out. Lips are considered a sensual part of the body, and highlighting them can make women more attractive to the opposite sex. Some women may wear lipstick to feel better about their appearance. Other women enjoy the ability to express their unique artistic style. Colours and ingredients have changed over the centuries, but the purpose for wearing lipstick remains the same: to express inner beauty with outer self. The wonderful thing about lipstick is the sheer variety and versatility in colour and composition.



## Target market

- i. Women
  - ✚ Women have always worn lipstick to make them more noticeable and attractive. Lipstick draws attention to the lips and makes them stand out. Some women may wear lipstick to feel better about their appearance.
- ii. Makeup artist
  - ✚ A makeup artist is responsible for visually transforming people's' appearance via make-up, paint, wigs, and other accessories. Makeup artists have the ability to determine the correct material and application according to lighting, setting and physical facial features. They need a lipstick to complete their job description as makeup artist.
- iii. Men
  - ✚ Lipsticks can be as a gift that he love especially for mother, wife or girlfriend.it helps them make a surprise when birthday or anniversary.
- iv. Student
  - ✚ As a young girl, they love to try something to make them noticeable and attractive. Girls also love a beautiful thing and of course they love to put their makeup on their face, and lipstick is a must from base of makeup.
- v. Office workers
  - ✚ Workers at office need to meet many people especially their clients. To be more confident in front their client they must have a good looks and appearance. Lipstick draws attention to the lips and makes them stand out.

## Competitive Advantage

Liplous kiss has a speciality in their own brands because this lipstick is suitable for all type skin of Asian lips. Liplous lipstick is worth to buy because it affordable and all range people can afford it even student also afford to buy it. Liplous kiss are cheaper than the other brand from Malaysia. It also has the best texture to all type skin because all of our lipstick contain lemon and honey that make our lips stay moisture after apply in 3 hours. Not all lipstick brands contain lemon and money.

The best part of liplous lipsticks which there are lemon and money, the most important thing in lipstick and at the same have a good price that affordable and regret to buy it. This is why Liplous lipstick has their specialities that help your lips to not have broken skin of lips.it also help your lips to stay natural after you remove your lipstick

## 1.0 Introduction

### 1.1 Organization Background

Item	Description
Name of the Organization	Liplous Kiss Enterprise
Business Address	163-D, Gurney Paragon Mall, Gurney Drive, 10250 George Town, Penang
E-mail address	liplouskiss@gmail.com
Telephone Number	0134842485/04471300
Main Activities: <ul style="list-style-type: none"><li>• Produce lipstick</li><li>• Selling</li><li>• Marketing</li><li>• Advertising</li></ul>	We produces lipstick which is liplous kiss and also selling through our outlet. Marketing and advertising are strategic that we apply in our brand to attract consumer and choosing our brands as their favourite lipstick.
Date of Commencement	1 January 2020
Date of Registration	1 Disember 2019
Name of Bank	Maybank
Bank Account Number	5660 1062 6452