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UNIVERSITI  
TEKNOLOGI  
MARA

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FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING

AP1194G

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ENT 300 - FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN (INDIVIDUAL REPORT)

PREPARED BY:

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## **Executive Summary**

Millennials Beauty Cosmetics is a start-up venture business producing and selling specializing healthy cosmetics based on natural ingredients, organic ingredients and herbal ingredients products named Sutera Lipglass and Sutera Lipserum that founded by Aisyah Diyanah. The mission is to build a highly successful, profitable all-round business of healthy cosmetic followed by the vision to to become the number one choice in the whole world.

The headquarters (HQ) is in Malacca, Malaysia. This business has been able to secure a long-term lease for a facility in a strategic location with an option of a long-term renewal on an agreed terms and conditions that is favourable to us. This location was chosen because Malacca is a city with an abundance of breath-taking sights and rich heritage of a major attractions for tourists to get around on foot or trishaw to explore the many places that make it unique. Thus, this is a golden opportunity for this business to thrive.

It offers beauty supply products to customers interested in cosmetics. The facility has government approval for the kind of business that wanted to run, and it is easily accessible, and we are deliberate about that to facilitate easy movement of raw materials and finished cosmetic products. Sutera Lipglass and Lipserum is made from organic, natural ingredients. Some of the ingredients are organic and have high value because we also infused quite several essential oils. Herbal based product is very rare and herbal benefit is infinity. Sutera Lipserum is a colourless and Sutera Lipglass that have mineral color pigmen while both are no paraben, not tested on animals and vegan friendly product.

Starting a cosmetic is a very easy business to start and it is not so capital intensive- especially if you choose to start on a small scale in a small community. Getting the right brands that people want to buy and good stock keeping records are the secrets of running a retail business such as cosmetics. In other to achieve this, we aware that it takes a business with the right employees and structure to achieve all what we have set to achieve, which is why will be putting structures and standard operating processes in place that will help us meet our clients demand and keep running the business.

## 1.0 Business Descriptions

a) Name of the company: Millennials Beauty Cosmetic

b) Factors in selecting the proposed business:

- Easy to create external stimuli – They way how we present the product is easy to create external stimuli because of natural ingredients and herbal based that can attract customers to buy our product.
- Easy to market – It is because cosmetic has become a priority for women and healthy cosmetic that very light, effortless beauty and wudhu' friendly in addition easy to use and bring along.
- Low competitor in market – Most of the cosmetic at market nowadays contain chemical ingredients that is harmful to customer.
- Create supply – Millennials Beauty Cosmetic create supply rather than a demand. This business creates a variety of product so then can create a demand to customer.

## 1.1 Company Background

a) Name of the Organization: Millennials Beauty Cosmetic

b) Business Address: Jalan Merdeka, Bandar Hilir Melaka, 75000 Melaka.

c) Website/e-mail address: millennials.cosmeticHQ@gmail.com

d) Telephone Number: 06-9556773

e) Form of Business: Partnership

f) Main Activities: Sells Healthy Cosmetic

g) Date of Commencement: 18/05/2020

h) Date of Registration (30 days before Date of Commencement): 18/04/2020

i) Name of Bank: SME Bank

j) Bank Account Number: 3317-4511-219-0814

## 2.0 Owner Description



<b>Name of Owner/Partners</b>	Aisyah Diyanah binti Norfazali
<b>Identity Card Numbers</b>	000178-01-0889
<b>Permanent Address</b>	Jalan KSB 11A, Pangsapuri Atlantis Kota Syah, Taman Kota Laksamana, 75200, Melaka
<b>Correspondence Address</b>	Jalan Merdeka, Bandar Hilir Melaka, 75000 Melaka
<b>E- Mail</b>	nuraisyah.diyana@gmail.com
<b>Telephone Number/Fax Number</b>	0176004113
<b>Date of Birth</b>	11 <sup>th</sup> June 2000
<b>Marital Status</b>	Married
<b>Academic Qualification</b>	Master
<b>Course Attended</b>	Building Surveying
<b>Skills</b>	<ul style="list-style-type: none"> <li>• Fluent in Malay and English</li> <li>• Good in strategies planning</li> <li>• Good in financial management</li> <li>• Good in problem solving</li> </ul>
<b>Experiences</b>	As a promoter at shopping mall
<b>Present Occupation</b>	Founder of Millennials Beauty Cosmetic
<b>Previous Business Experience</b>	<ul style="list-style-type: none"> <li>• Business selling clothes (kurung moden, kurung kedah, kurta)</li> <li>• Business selling Temyracle's products (body scrub)</li> </ul>