



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

VALENCIA LA TIENDA

BEAUTY & HEALTH INDUSTRY

PREPARED BY

FACULTY AND PROGRAMME: FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BANKING STUDIES

SEMESTER: 5 (FIVE)

PROJECT TITLE: BUSINESS PLAN

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Valencia La Tienda

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The Spring Shopping Complex,

Kuching, Sarawak

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The Spring Shopping Complex,

Kuching, Sarawak

Madam Siti Farah Binti Lajim,

Lecturer (ENT 300),

Universiti Teknologi Mara Mukah,

KM7.5 Jalan Mukah-Oya,

96400 Mukah, Sarawak.

Dear Madam Siti Farah,

ENTREPRENEURSHIP BUSINESS PLAN (COVER LETTER)

As partial requirement of the ENT300 – Fundamentals of Entrepreneurship subject, we are obliged to submit a Business Plan projects to you.

2. For this purpose, we have decided to take selling local beauty product through our company Valencia La Tienda. We choose this type of business since there is plenty of business opportunities and potentials in this industry in the area of The Spring, Shopping Mall. Besides, these areas are a populated and commercialised area with good geographic location, being in town centre, is a bonus point to our business.

CONTENT OF CHAPTER 1: BUSINESS INTRODUCTION

NO.	CONTENT	PAGE
1.1	Introduction to the business	1
1.2	Purpose of the business plan	2
1.3	Business background	3
1.4	Partners background	
	1.4.1 General and Administration Manager	4
	1.4.2 Marketing Manager	5
	1.4.3 Operation Manager	6
	1.4.4 Financial Manager	7
1.5	Business location	
	1.5.1 Factors influencing choice of business location	8
	1.5.2 Office Location	9

EXECUTIVE SUMMARY

A bit introduction on our shop. The company name given was Valencia La Tienda. Valencia came from the word brave in Latin. It simply means that we are dare enough to dream big because we want to emphasize our business globally in the future and to inspired more locals to produce more beauty product and become the entrepreneur.

Valencia La Tienda was excited when the founder found that it is very hard to find all local beauty product in one store. So now, we created one-stop centre for all beauty product hopefully will grow in market one day. Here, we provide local beauty product under the trusted brand namely, D'herb, D'nars, Qu Puteh, many and more to come.

1.2 PURPOSE OF BUSINESS PLAN

1. It does clarify business directions

- The primary of a business plan is to define what the business is or what it intends to be over time. Clarifying the purpose and direction of the business allows us to understand what needs to be done for forward movement. Clarifying can consist of a simple description of the business be it product or services that we will offer.

2. As a *guideline for managing the business*

- As we all know, every business need to have **POLC** in order to achieve the business's goal which is begins with **P**lanning, **O**rganizing, **L**eading and also **C**ontrolling. POLC will be stated in our business plan. With business plan, the business will be more organized and systematic for guideline and easier to manage the business.

3. For future vision

- Business evolve and adapt over time and factoring future growth and direction into business plan can be effective way to plan for changes in the market and new innovation to take as the business grows. Business plan let us know where we are starting, in terms of future vision that allows us to have goals to reach for.