

Mara University of technology
Malacca Branch
Diploma In Public Administration

Entrepreneurship
ETR (300)

Business Proposal

H & N EYE BELIEVE SDN.
BHD

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EXECUTIVE SUMMARY

The Description Of The Company

Executive Summary

Company: H&N Eye Believe Sdn. Bhd. is one of the health consultant that provide to you a practical iridology therapy. Our headquarters are located at 969, Bandar Seremban 2, Seremban, Negeri Sembilan.

Current Status: H&N Eye Believe started with small office at home and after that we moved to built this company which focused on healthy lifestyle based on iridology therapy. Key staff is directed by a manager and two assistants who responsible in operating all the process.

Services : H&N marketing offers a comprehensive range of service to support healthy lifestyle, including an easy way in identifying health problems, an early prevention action, and continuous supervision on health

Description of our market: Research indicates that H&N Eye Believe target market find it difficult to obtain reliable and authoritative advice on this therapy. Research also suggest that the customers in this market are unlikely to believe to in diagnosing their health problems through this therapy. H&N Eye Believe will cater for all these needs and develop return customer based. As for this purpose, at the beginning we will travel to all the country in Malaysia and give this service at reasonable price that can be paid by all types of customers. We will locate our company in the place that all people are easy to go in order to have our service.

Company Objectives : The mission of this company is to become a premier provider in health consultant for all level of society which will become our customers. H&N Eye

Believe is dedicated to building long term relationships with our customers through quality training and customer support and wants to be recognized as the leading in medical treatment consultant company in Malaysia. This objectives is still in progress.

Financial : Total selling five or six months in 2 years can allows the company to make a modest profits in year 2 while reaching cash flow breakeven point in year 3.

Funding Plans :We plans to having this funding from finance self keeping about RM 10,0000 and other RM20,000 from relatives. The total RM 30,000 is divide into RM 4500 for the computer, RM 1500 for digital camera, and other equipment about RM 2000. Other RM 4000 for various purposes Another RM 18000 we propose to make a service medical treatment consultant company in Malaysia. This objectives is still in progress.

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History and Position To Date

Introduction

Background: The service industry, including health consultant, is one of the fastest growing areas of the economy. H&N Eye Believe intends to capitalize on the success of this industry by taking advantage of opportunity to the growth of this industry.

*Why business will succeed :*H&N Eye Believe Sdn. Bhd believe that by concentrating on healthy lifestyle that can help people in having a good quality of health. Research show that people become more concern about their health.

Mission Statement

*Company vision :*H&N Eye Believe positioned is to take advantage of the significant market opportunities available in customized health consultant service field. Through the feasible way of marketing, proper management, and an emphasis on outstanding customer support and service, H&N Eye Believe can become the premier provider of Malaysia Health Consultant Services

*Short term goal :*Expand the new method in maintaining a good health to the people.

Company values : H&N Eye Believe is dedicated to building long-term relationships with customers through quality of training and customer support and wants to be recognized as the leading in Malaysia Health Consultant Services.

Business Structure

This company is registered under the law of the state of Malaysia. This company also generate the capital from personal self saving money and from the relatives. We avoid to