



اَوْبُونِ سَيِّدِي تَيْكُونُ لَوْ كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

INDIVIDUAL PROJECT
COURSE: PRINCIPLES OF ENTREPRENEURSHIP
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NAME OF PAGE BUSINESS: NDA FRAGRANCE

GROUP: NBH6B

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EXECUTIVE SUMMARY

NDA Fragrance is a business that carries out online business for fragrance products. Fragrance products consist of Inspired Perfume, Body Mist and Body Butter. This business is created to provide an opportunity to all customers who love quality fragrances and want to have them at affordable prices. Apart from selling products to consumers, NDA Fragrance also provides useful info and tips to fragrance customers.

Retaining NDA Fragrance's customers is a very strong suit for this business and so we have strategies in place to ensure that our customers remain happy with our products and services. This can be achieved if we employ the best customer service executives who are adept at handling orders, promptly attending to complaints and inquiries. We also intend to provide a listening ear to our clients for feedbacks that will help make the company progress.

In addition to reinforcing strategies for maintaining customer loyalty towards NDA Fragrance, expanding and exploring ways to promote this online product and services business in social media is important. Skills and ways to know how to attract customers are important. Start by giving teaser a customer to give the customer a sense of excitement to know which product to sell. Next, the skills to make soft sell to give you an idea of exactly what the product is going to sell in the right way. Last but not least, hard-sell-making skills to customers to attract customers continue to buy promoted products.

NDA Fragrance can further enhance this entrepreneurial knowledge to further develop this business in the near future.

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i. **Introduction of business.**

- **Name and address of business**

Name of this business is NDA Fragrance. This business address is 2408 Jalan 3/10 Apartment Cempaka, Bandar Baru Selayang, 68100 Batu Caves, Selangor Darul Ehsan. This business is only conducted by one staff member and she is the owner of this business. As the only person in charge of doing this business, the task of the NDA Fragrance owner is to manage and update the Facebook account of NDA Fragrance by promoting the product released. In addition, record buyer details and record cashflow and entry by providing sales reports. Lastly, she as a person who manages postage and shipping items ordered by the customer.

- **Organizational Chart**



Owner

Nur Hashimah Binti Sharani

- **Mission and Vision**

NDA Fragrance mission is to ensure provide a list of fragrances that not only exceed our domestic customer's expectations but also intrigue the senses of our business customers and make them strive to build a sustainable relationship with us. Our vision which is to be the leading perfume and fragrance business in Klang Valley as well as the whole of the Selangor and Kuala Lumpur will be achieved as we have put together the best strategies to ensure that these goals and missions are achieved.

- **Description of products/services**

NDA Fragrance is intends to deal in all sort of fragrances for both sexes (female and male). We will ensure that we constantly carry out researches so as to make our customer to enjoy our variety of fragrances product including body butter, body mist and etc, that will stimulate the senses of our various clients. Some of our intended products and services are:

Inspired Perfume.

NDA Fragrance offers all the best celebrity fragrance enthusiasts but at affordable prices. The Inspired Perfume celebrity fragrance network offered by NDA Fragrance has over 100 types or brands of Inspired Celebrity Perfumed. With only one spray, the customer will enjoy the fragrance throughout the day. Celebrity fragrances are popular niches that have grown but which heavily depend on the celebrity as companies seek well known celebrities to endorse their fragrances. The celebrities must also have good credibility and must be considered a success in his or her field of endeavor. Among the popular fragrances from the perfume list of NDA Fragrance is Gucci Floral, Britney Spears Midnight Fantasy, Boomshell by Victoria Secret, Paris Hilton by Paris Hilton, Bvlgari for Men, Bvlgari Extreme Men, Paco Rabanne, David Beckham Instinct and many more.

Perfume for Men List

Perfume for Men		Perfume for Men	
No.	Name of Perfumela)	No.	Name of Perfumela)
1	Bvlgari Bv for Men	61	Tommy Boy By Tommy Hilfiser
2	Caroline Herrera 212 Sexv Men	62	Versace Blue Jeans Men
3	CK Eternity by Calvin Klein Men	63	Versace Eros For Men
4	Dvidoff Cool Water Men		
5	Dunhill Desire Blue		
6	Dunhill Desire Red		
7	Giorgio Armani Acqua Di Gio		
8	Giorgio Armani Code Men		
9	Giorgio Armani Sport Code		
10	Gucci Guilty by Gucci Men		
11	Hugo Boss Energise Men		
12	Hugo Boss Men		
13	Hugo Boss Orange Men		
14	Hugo Boss Signature Men		
15	Mont Blanc Legend		
16	Mont Blanc Starwalker		
17	Paco Rabanne Invisio		
18	Ralph Lauren Polo Blue		
19	Ralph Lauren Polo Red		
20	Vera Wang for Men		
21	Aventus By Creed		
22	Body Shop White Musk Men		
23	Bvlgari Aqua Pour Homme Men		
24	Bvlgari Black For Men		
25	Bvlgari Extreme Men		
26	Chanel De Bleu		
27	Chanel Allure Sport Homme		
28	CK Be By Calvin Klein Men		
29	CK Free By Calvin Klein Men		
30	CK One By Calvin Klein Men		
31	Davidoff Adventure Men		
32	Davidoff Hot Water Men		
33	David Beckham Instinct		
34	Dior Sauvage		
35	Diesel Fuel For Life		
36	D&G The One Gentlemen		
37	Dunhill Desire Black		
38	Dunhill London Men		
39	F By Salvatore Ferragamo		
40	FCLIK By French Connection UK		
41	Ferrari Red By Ferrari		
42	Gucci Sport Homms Men		
43	Guy Laroche Drakkar Noir		
44	Hugo Boss Bottled Men		
45	Hugo Boss Element Aqua		
46	Hugo Boss Red Men		
47	Jean Paul Gaultier Le Male		
48	Kenzo Homme Sport Men		
49	L'eau D'Issey Miyake Men		
50	Lacoste Style In Play		
51	Larvin L Homme Men		
52	Paco Rabanne One Million		
53	Paco Rabanne XS Black Men		
54	Paul Smith For Men		
55	Ralph Lauren Polo Black		
56	Ralph Lauren Polo Sport		
57	Sean John Untouchable		
58	Victor Bomb By Victor Boif		
59	Tom Ford By Tom Ford		