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UNIVERSITI
TEKNOLOGI
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FACULTY OF BUSINESS AND MANAGEMENT

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)



BUSINESS PLAN

IRIS BEAUTY LEGACY

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DATE OF SUBMISSION: 31st JANUARY 2021

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EXECUTIVE SUMMARY

This business plan introduces Iris Beauty Legacy a business that sells skin care products. Products sold consist of Serum, moisturizer, cleansing, acne cream and toner.

We target our sales products to Teenager, college student, and working woman. Iris Beauty Legacy is a company that specializes in women skincare products.

This business is based on a partnership consisting of general manager, administrative manager, marketing manager, financial manager, operation manager and financial manager.

1.0 INTRODUCTION

A company will be set up in the next few years, the development of products is in beauty sector. The company name is Iris Beauty Legacy and the nature business is based on women skincare. Company focusing on women skincare products because consumer will purchase it even though they are men. Women skincare products always had higher demand in beauty market sector. Company location will be held at Kedah, Malaysia.

We choose Kedah because the cost to start business is more lower than other states. Other than that, Kedah is a state that easy to get raw material if needed because factory producing products is near to supplier. Our company will start operate at 1 November 2021. we take the date as our first launched of skincare products and to introduced our products. The reasons to choose 1 November 2021 to launched our products is to make a proper plan, cooperate with supplier, get workers ready mentally and physically, give times to take a look at all aspects before start business and focus on factory producing products to serve good quality.

The purpose of preparing the plans is to avoid company problems when start business. When starting the business, company must should not have problems in the beginning such as, financial problems, sales, employees, suppliers and other than that. To avoid such a things, proper planning must be develop to had a good flow business. Our target market is for teenager student and working women.