



UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN



PREPARED BY

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JCS1435B

PREPARED FOR

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LOAN LETTER

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Manager,
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Selangor Darul Ehsan

Sir,

BUSINESS PLAN FOR NATURE REPELLENT.

Referring to the matter above, I, Nur Aiza Natasha Binti Ishak, interested to open a business called Nature Repellent.

2. The business plan is focusing on manufacturing and selling organic insect spray product.
3. I had put my best commitment to complete this business plan according to the guidelines and requirements given according to my subject syllabus. This business plan is constructed to serve as a blueprint and guide for a proposed business venture which covers administrative, marketing, operating and financial aspects.
4. I hope that this business plan will be great success according to your satisfaction. As you can see in the business plan, I am sure to bear loan instalments at a reasonable time.
5. Thank you for your consideration, I am looking forward for your reply. You can contact me at 018-4714604 or email me at ayza.natureR@gmail.com.

Thank you.

Yours sincerely,



(NUR AIZA NATASHA BINTI ISHAK)

General Manager,
Nature Repellent.

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Thank you.

1. Introduction

1.1 Name of the Company

Nature Repellent is a business established to provide a type of environmental friendly product named "Nature Repellent Organic Insect Spray" that been innovated to penetrate the market. The product is made up of natural ingredients which are free from any chemicals and suitable to be used to repel indoor and outdoor insects naturally. Our target customers are household, restaurant, pet house, office workers, cleaning agency, agriculture sectors and retailers.

By using natural ingredients, we can protect our earth since nowadays, there have been an existing chemical-based insecticide that contains chemical ingredient such as aerosol that can cause ozone depletion. The product is safe to be used around humans, pets, plants and food because of its organic properties and the safety of the packaging itself. Besides, it also produces a fresh citrus scent so there is nothing to worry about getting harm by the scent that could affect our respiratory system.

There is a high demand for this type of organic pesticide from people across Malaysia when they wanted to fulfil their clean and safety need, for example to have more comfortable surrounding area without any living disturbances such as pests. Nature Repellent has foreseen this opportunity to provide the finest and highest quality of environmental friendly product, to all people despite of different race or profession. This has shown that Nature Repellent has the capability to be one of the most successful company that produce environmental friendly product in Malaysia.

The price for making one product does not cost a high amount to make. That means, our products are affordable to everyone plus, it may give product satisfaction to the customers. In addition, there is also least amount of company that produce organic pesticide because they tend to make chemical-based products without considering how it would cause a bad effect to the people and the environment.

1.2 Nature of the business

Insect Repellent Environmental Friendly Product with 100% nature ingredients.

1.3 Industry Profile

Our business is categorized under manufacturing industry and we produce organic insect repellent. It can be kept for few years without damage.