

***DELYLA ENTERPRISE***

***ETR 300***

***PREPARED FOR***

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**KEPADA SESIAPA YANG BERKENAAN**

Tuan/Puan

**ASAS KEUSAHAWANAN (ETR)**

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**MOHD. AZHAR OSMAN**

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## **INTRODUCTION**

*Delyla Enterprise started its business in January 2001. The main objective is to fulfill consumer demands for high standard and high quality perfumes. Selling and producing perfume is our main business. We choose to sell and producing local perfumes because to meet the needs of local consumers. We know that imported perfume such as polo, Calvin Klein, Dunhill, Christian dior etc could easily enter the market of brand recognition. We hoped that our local perfume would be accepted in much the same way as imported perfume.*

*Our mission is to be a bumiputra involved seriously in perfume industry and can create and produces high quality perfume competes to import perfumes.*

*Our perfume cans divided into two main categories: for man and woman. Also our product are have four taste or aromas which are Fruitopia, herbs...the strength of business is consumer can make their own tastes of perfume. We can make their dream come true by produce the perfume with the material that we have and from the consumer choose and make a perfume special for them.*

*Our products are priced between RM 45.00 to RM 250.00. However the prices can up to RM 1200.00 depending on the type a consumer chooses.*