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TEKNOLOGI
MARA

GROUP: NBH6A

PRINCIPLES OF ENTREPRENEURSHIP (ENT530) :

SOCIAL MEDIA

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EXECUTIVE SUMMARY

Brief description

The high demand for high quality inspired perfumes allowed Linz Desire to penetrate the Malaysian market successfully and within this 3 year of launching our fragrances, we achieved RM10k in sales.

Mission

Our aims is to create long-lasting impression in the minds of its users. Petite easy-to-carry bottles for portability.

Objectives

1. To create unforgettable experience, elevating self-confidence towards reinforcement of personal statement.
2. To supply variety of high quality fragrance that is long-lasting, affordable and compact towards customers.

Findings

This inspired perfume is the essence of our aspiration to help people from all walks of life become more successful by giving them a way to discover their best potential with our perfumes.

Brief profile of the founder

Haslinda Binti Mat Johar is the founder of this Linz Desire EDP inspired perfume. She is the housewife who are try an error to create this inspired perfume because she likes to smells good wherever she goes. More important it is long-lasting even though sweating.

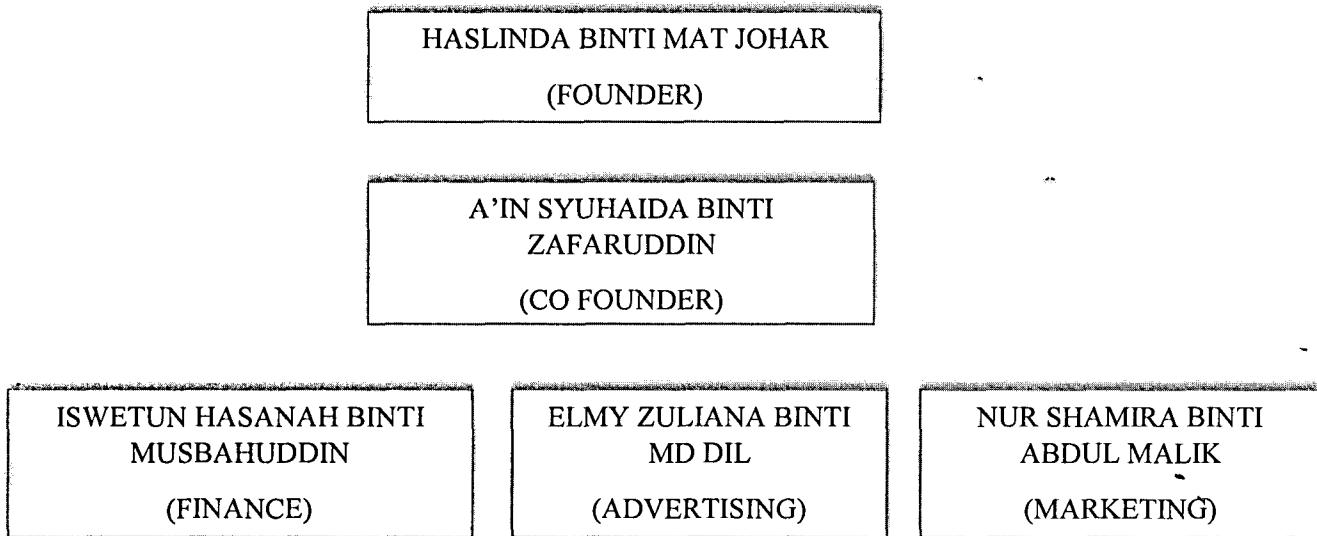
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INTRODUCTION OF BUSINESS

Name of the business : Linz_Desire Inspired Perfume
Address of the business : A-5-15 PPR Raya Permai Sungai Besi 57000 Kuala Lumpur

Organizational Chart:



Mission : Our aims is to create long-lasting impression in the minds of its users. Petite easy-to-carry bottles for portability.

Vision :

1. We are business entity
2. We supply variety of high quality fragrance that is long lasting, affordable and compact for customer

Description of products :

- Long lasting
- Fragrant and fresh all day long
- Friendly wudhuk
- Use 1 bottle in 2 months is adequate
- 35ml EDP inspired perfume

Price : RM50 per bottle