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**FUNDAMENTALS OF ENTREPRENEURSHIP BUSINESS PLAN
REPORT**

FRAGANCIA

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TABLE OF CONTENT

NO	CONTENT	PAGE
	EXECUTIVE SUMMARY	i
1	INTRODUCTION	1-6
	1.1 BUSINESS DESCRIPTION	1
	1.2 PURPOSE OF BUSINESS PLAN	2
	1.3 MISSION AND VISION	3
	1.4 PRODUCT/SERVICE DESCRIPTION	4
	1.5 BUSINESS BACKGROUND	5
	1.5 ORGANIZATION CHART	6
2	PARTNERSHIP'S BACKGROUND PROFILE	7-10
	2.1 ADMINISTRATION MANAGER	7
	2.2 MARKETING MANAGER	8
	2.3 OPERATION MANAGER	9
	2.4 FINANCIAL MANAGER	10
3	ADMINISTRATION PLAN	11-13
	3.1 OBJECTIVE	11
	3.2 ADMINISTRATION BUDGET	12
	3.3 MANPOWER	13
	3.4 EPF CONTRIBUTION	13
	3.5 SOCSO CONTRIBUTION	13
4	MARKETING PLAN	14-18
	4.1 OBJECTIVE	14
	4.2 THE CANDLE ITEMS	15
	4.3 MARKET ANALYSIS	16
	4.4 MARKET SHARE	17
	4.5 SALES FORECAST	18

EXECUTIVE SUMMARY

FRAGRANCIA is a company that specializes in producing and distributing high-quality scented soy wax candles. The store is located at Sunway Carnival Mall 3068, Jalan Todak Pusat Bandar Seberang Jaya, Pulau Pinang, Malaysia. FRAGRANCIA's official store opens its doors very recently, which was in the early months of 2021. Our company's structure can be broken down into four categories: administration, production, marketing, and finance. Each of these four areas is managed by a team of talented and devoted employees. The business capital amount of RM 52,200.00 was contributed by the manager of each department for a total of RM 13,050.00 each. Referring to the market analysis, the population of target demographic in the year 2020 is around 686,434 million out of the population of people (2020) 990,098 million in that region as our target market. Therefore since we have 2 sizes for our scented candle which is small and large, we estimated to get a total yearly sales of RM 900,900.00.

Lavender, vanilla, tea tree, sandalwood, and citronella are among the five scents available for our product line. These smells belief to help prevent physical and mental disorders such as anxiety, bronchitis, diarrhea, exhaustion, fever, gallbladder difficulties, high blood pressure, indigestion, insomnia, liver problems, low libido, sore throat, and urinary tract infections. For example, lavender fragrances can help with anxiety, fungal infections, allergies, depression, sleeplessness, eczema, nausea, and menstrual cramps, among other things. Lavender and vanilla are two well-known scents that are available in almost any scented candle. Thus we include these scents in our product line so that our customers can have their favored scents in their candles to give them a sense of familiarity.

We aspire to be the go-to handcrafted candle company, producing high-quality scented candles and other items that will truly inspire and illuminate our customers' senses with enticing smells. We will assume full responsibility and commitment, and there is no doubt that we will achieve all of these objectives.

1.0 INTRODUCTION

1.1 BUSINESS DESCRIPTION



FRAGANCIA is a company that specializes in making and distributing high-quality scented candles produced from soy wax. We provide a service in which we create scented candles based on the customer's preferences, allowing them to tailor the design according to the fragrances available. They can also buy them in mass, as many customers do as goody presents for their events.

FRAGANCIA official store opens its doors very recently, which was in 2021. The store is located at Sunway Carnival Mall 3068, Jalan Todak Pusat Bandar Seberang Jaya, Seberang Jaya, 13700 Perai, Pulau Pinang. Sunway Carnival Mall is a shopping mall that is very well-known for its variety of stores and pleasant environment. We chose this location as the number of people who shop at Sunway Carnival Mall daily is very high. Also, amongst the people who shop there are university students, company employees and also various families which may be interested in our product. This increases the probability for people to acknowledge and shop at our store. We can safely say that this location has a very high potential for businesses.

For the structure of our business, it can be divided into four, which are Administration, Production, Marketing and Financial. These four aspects are each conducted by talented and dedicated individuals. For our business to survive, and grow, each one of them needs to be active as they play a huge role in our company.

1.2 PURPOSE OF BUSINESS PLAN

- The business plan's purpose is to persuade interested parties of the project's financial potential. The business plan contains information on the operation, administration, marketing, and financial state of the company. As a result, potential investors can obtain a general idea of how the company is managing.

- It enabled the entrepreneur to see and assess the proposed business endeavour objectively, critically, and practically. The business plan will illustrate the potential of the business to the entrepreneur and serve as a guideline for business management.

- The business plan assists the entrepreneur in project financial management. This is because the entrepreneur has mentioned all of the costs associated with running the firm. As a result, he or she may manage the budget in order to finance the company.