



**FACULTY OF ART & DESIGN
UNIVERSITI TEKNOLOGI MARA**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

temyracle
NATURAL & ORGANIC

TITLE:

SMP

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EXECUTIVE SUMMARY

Temyracle.scrub is personal services care, bath & body, skincare. The main objective that is to achieve for the business is to offer the Body Scrub which are using natural & organic ingredients to our customer with affordable price and safe to use.

Our business was started on 30 May in 2019. According to the customer review, our product gave a fantastic result because our fragrant smell makes our customer remember our product. This product is also liked by many due to cheap and affordable price. Hence, this product provides a good insight for the continuous of sale to our customers.

Since early of its opening, Temyracle.scrub was recommended by our loyal consumers who already used to product to their friends and family. Increasing demands for our product results into a good profitable sale revenue to our business project. Therefore, Temyracle.scrub is a good marketable product choice that can be further expanded to many different areas in Malaysia and maybe internationally as the business keeps on growing.

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2.0 Introduction of business

2.1 Name and Address of Business

- Temyracle.scrub
- No. 8 Jalan Nusa Idaman 3, Taman Nusa Idaman, Desa Putra, Seksyen 11, 43000 Kajang, Selangor.



Figure 1.1 Temyracle Hq Official Logo

2.2 Organizational chart

Temyracle.scrub is a sole proprietorship business form. This is because our business is only start-up business and only operate a small business. Therefore, our organizational chart only consists of the owner of Temyracle.scrub and staff.

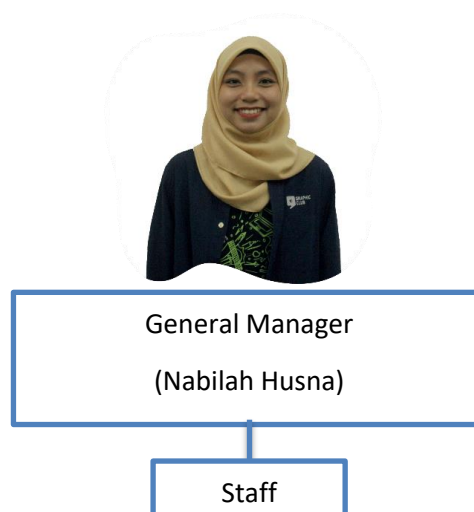


Figure 1.2 Temyracle.scrub Organisational Chart