



**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
DIPLOMA IN ESTATE MANAGEMENT (AP115)**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**BUSINESS OPPORTUNITY  
'TONES'**

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## **1.0 EXECUTIVE SUMMARY**

I have established a brand called TONES that offers a product of whipped body butter with two variety of ‘Mango Sherbet and ‘Vanilla Champagne’. The uniqueness of this product is that it is made from all natural and organic ingredients and are scented with sweet and calm aroma. The ingredients incorporate of Shea Butter, Mango Butter, Avocado Oil, Apricot Oil, Jojoba Oil and Rosehip Oil. Each of these ingredients are known for its purpose to moisturize and fill with pure vitamins A and E in order to improve skin texture, irritation, rashes, sunburns, and eczema.

Basically, this report embodies of the details of my product that I sell for the first month starting on 23<sup>rd</sup> April 2021. Besides, it consists of my plan, technique and strategy in handling the business as well as managing the financing. Not only that, I run the business one hundred percent online with the chosen targeted customers and extra charges is applied for deliveries. A cash flow statement unveils the cash inflow, cash outflow and the cash surplus of this business. This entity managed to achieve a gross profit of RM783 and was deducted from the cash outflow and leaves with the net profit of RM331. Other than that, photos of brand’s logo, the product, Instagram business account, packaging and customer’s feedback is also display in the appendices

## **2.0 PROJECT DESCRIPTION**

### **2.1 The Product**

I sell a handmade moisturizing whipped body butter under the name of TONES. The body butter is made purely from all natural and organic ingredients which consists of Shea Butter, Mango Butter, Avocado Oil, Rosehip Oil, Jojoba Oil and Apricot Oil. It is made from scratch in my own kitchen island with all sanitize station and tools as well as hygiene guaranteed. The ingredients are measured accurately in order to achieve the right consistency and texture. Each of the ingredients mentioned are known to be a great natural moisturizing agents as well are rich with pure vitamins A and E that beats any lab-made, store bought lotion. Most importantly, the organic feature mentioned are purely made to improve skin texture, irritation, rashes, sunburns, and eczema.

To gives a calm and serene affection, TONES offers 2 scented whipped body butters with the signature mango and peachy scent and vanilla marshmallow scent. Although, TONES as well provide 2 more options of essential oil that consists of rosemary and lavender scent and are mix with the chosen pigments. Customers are given 4 choices of scent for the them to try on each purchase. The body butter then is piped into a round plastic jar, closed with silver metal lid. The texture of the body butter is solid under the sun but will melt instantly under the warmth of touch. Thus, it is fast absorbent and non-greasy whipped body butter.

### **2.2 Why I Sell This Product**

Personally, I'm intrigued over the evolution of products in the beauty industry. Over the past decades, we have exposed to substantial amount of skin care products that sometimes our skin needs only the basic. Thus, I decided to start a small business to fulfil that requirement. I have studied, experimented and tested few small batches until I'm satisfied with the end product. I chose only the finesse, organic and natural ingredients that is gentle on the skin and performs well as the result promised.

### **2.3 Business Online Platform**

Originally, I started to market my product online and sell them through few social media platforms such as Instagram and Twitter. The business account goes by the name Tones.my on both platforms mentioned above. By the virtue of social media engagement, I also posted few videos of the end process and packaging on my own personal TikTok account and the official business Instagram's account to draw more interest of the targeted and potential customers in purchasing the products. Other than that, I include the fixed price on each post online to save the time for both mine and customer's curiosity.

### **2.4 When Did I Start the Business?**

The ideas of starting my own business of creating body butters begin during early year of 2021. I started marketing TONES during early April and officially sell the product on 23<sup>rd</sup> April 2021. It has been more than a month since I started the business activity.

### **2.5 Targeted Customers**

I have divided few groups of targeted customers to their gender, age, possible interest and their skin's flaws that my product mayhap benefits to improve the issues. Since I publish the product online on few platforms, my targeted customers most likely are female within range of age between 16 to 40 whom are active on social media. Moreover, the targeted customers are chosen for those who are tolerating with skin issues such as dehydration, wrinkles, rashes, sunburn and eczema.