



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTAL OF ENTREPRENEURSHIP

HOUZE OF LA BELLEZA PROPOSAL

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1.0 EXECUTIVE SUMMARY

Houze of La Belleza is a company that selling and distributes Pure Marine Collagen and produce Pure Marine collagen Masks. We decided to venture in this product because nowadays people think that beauty is important but it will be more important to stay healthy too. So, this product is giving impact to the outside and inside beauty which is healthy. The product itself has been famous nowadays and will maintain in the marketplace in the future. Besides the lower costs, Sabah itself is one of the countries that produce this Pure Marine Collagen. Hence we use this opportunity to put this product into our business.

1.1 Customer

We are focus to those who want to use natural products as a supplement for their beauty and healthy. Besides, we are distributing our products to beauty shops, pharmacy and spa. We also provide business opportunity to those who are interested. Our target is to ensure that our customers or potential customers will feel satisfied with our product and service. Hence they will keep loyal to our products and company in the future.

1.2 Management Team

We have a strong management team to make this product successfully promote to the customer which led by Farhan Hazwan as the General Management and Administration Manager at the same time, Marlini Amat as the Marketing Manager, Athirah Ahmad Zukhi as the Operational Manager who also has experienced 5 years of using Pure Marine Collagen herself, and lastly our Financial Manager Rozeliana David. Through this team we are confident that this product will be as famous or even more famous with other competitors. We are strongly believed with each specialty to make this product well known.