



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ACCOUNTING

DIPLOMA IN ACCOUNTING

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

BEAUTY CARE COMPANY

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INTRODUCTION TO THE INDUSTRY

All women deserve to be appreciated, respected, and admired. When a woman improves her appearance, an amazing thing happens. She becomes more confident, and this makes her look even better! As her confidence grows, so does the respect she receives – at work, at home, and everywhere. As her insecurity falls away, she becomes more daring, self-assured, and courageous; she finds she can do anything. Her life improves in every way. Natural skin care products are one of the safest and undeniably the most effective way to maintain our skin health. For decades, natural environment has provided the medical industry with ingredients that have powerful antibiotic, antiseptic, or anti-inflammatory properties which then absorb into medicines, serums, lotions and so on. Natural dermatological products are mostly found in the form of ointments or creams, which are quickly absorbed by the superficial layers of the skin. It uses topical creams and lotions made of ingredients available in nature. Much of the recent literature reviews plant-derived ingredients, which may include herbs, roots, flowers and essential oils, but natural substances in skin care products include animal-derived products such as beeswax, and minerals. These substances may be combined with various carrier agents, preservatives, surfactants, humectants and emulsifiers. The main advantage that mostly people look for the natural skin care product is the hypo-allergenic properties which they have and are proven to interact very well with the skin. This is because that natural product contains no additives or preservatives and thus, they are declared as safe and trusted. Furthermore, the cost for buying a natural skin care product usually cheaper compared to the synthetic product. Personal skin care market based on natural products has shown strong growth. Clinical and laboratory studies have identified activities in many natural ingredients that have potential beneficial activities for personal skin care but there is a shortage of convincing evidence for natural product efficacy in medical problems as there are much more research need to be conducted in order to clarify which of them is safe and not. Some natural products and therapies may be harmful, either to the skin or systemically. People prone to allergies should pay careful attention to what they use on their skin.



EXECUTIVE SUMMARY

It is needless to say that cosmetics occupy a very important place in every woman's life. Nowadays, woman adorns various kind of makeup in order to look beautiful and attractive and this is where Beauty Care Company play its role. Our company provide various type of natural beauty product such as Le' Rose, scrub and face mask which will help to highlight and increase the beauty of the consumer without letting them feel worry about the side effect as our product are made from fully natural substances such as oat and brown sugar. We normally hear about the terms of natural and organic only in farming section but since most people starting to aware about what we put on our bodies, a natural beauty product has been increasingly important recently. So, after a further research done by our company, we manage to come with various natural product which will help to maintain the beauty of consumer. Our product is guaranteed made from 100% natural substances without any synthetic preservatives. Furthermore, our product is free from bleach and does not being deodorized or tested on animals as it purely made in an ecologically balanced condition from the moment of the ingredients are taken until the packaging process. As any well-established company, the most important factor for reaching the success is by knowing your audience or customer. By applying this basic theory, our company thrives for much better performance by using the social media as a platform to promote our product by helping us to target the customers more effectively. For example, *Facebook* and *Twitter* have a specific tool called Geo-targeting which allow our company to send out the promotion to a certain customer based on their location respectively. More importantly, the usage of social media as a platform for promotion will help to reduce our overall marketing cost because in this media platform, it does not cost us a penny to tweet and posting a message. Most of the people think that the price level of a product reflect its quality and so, only the product with much higher price will offer a good quality level. But our company has considered the internal and external factor for our pricing strategy, thus it is proved that our company offer the highest quality product in an affordable price for everyone. Since our

company offer a natural beauty product to begin with, it will be crucial for us to prepare to most affordable price for our loyal customers out there.

OBJECTIVE OF THE ORGANIZATION

FINANCIAL INSTITUTIONS

- ❖ The business plan is a way of communication tool to inform and persuade the financial institutions in order to support a loan application and venture capital and also equity funding. Financial institutions will need to convince of the viability of the business.
- ❖ Entrepreneur needs to explain the purpose of their loan, its usage and the repayment method. Financial institutions will expect the plan to cover all the main points.

ENTREPRENEURS

- ❖ Business plan enables the entrepreneur to evaluate new product line, services, promotion or any expansion of existing product. They need to fully understand and forecast the company's staffing needs and to document marketing plan because a well-documented marketing plan is essential to the growth of a business. Moreover, business plan helps them to define agreements between partners and better understanding of competition, analysing and understand the company's competitive advantages.

SUPPLIERS

- ❖ The business plan is to convince the suppliers of the capability of credit given on purchase of raw materials from versatile suppliers.

CUSTOMER

- ❖ The business plan should be able to show the advantages of the product and rewards it brings to customers when using the product. We can define the