



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

QUEEN OF HEART ENTERPRISE

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06 APRIL 2013

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EXECUTIVE SUMMARY

The business is based on partnership where it consists of 3 members. The members are General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager and our company is a retailer. The business capital calculated to RM51000 where the total contributions of each member are RM12 000 and the rest are from Maybank.

Queen of Heart Enterprise is a company that is selling cosmetics products as well as healthy drinks to the customers that are concerned about their health. We focuses on these product because today's lifestyle are getting more complicated where most of us are forgetting about to take good care of our health and also having some issues on self-confidence especially for the ladies and women.

Our products will help people to look healthy in terms of taking care of their skin, looking more confident and also having healthy lifestyle. The reason why we choose 'Roselle' as our main product is because of the natural sources of it that can help to prevent cancer, control blood pressure and also to control blood circulation.

Our business will commence at 2014 and the vision of our company is to become well known internationally that provide the best product that can fulfil of what our customer wants and with the contribution and cooperation of each members, we will able to promote our company to the world.

Our expectation of our business is to become well known and to be more developed because the demand of today's society that focusing on more to healthy products will become our advantage where we will gain more profit and maintain our stability of our business.

PURPOSES

Our company, Queen of Heart Enterprise had prepared our own purposes in the business plan. Our company's purpose divided into two divisions which are the main purpose and other purposes on why we produce this business plan.

Below are stated our main purpose on why we prepare this business plan:

- To become one of the most successful company in Sabah as well as successful entrepreneurs.

Other purposes:

- To enhance our knowledge and understand how to maintain the stability of business.
- To identify any problems that occurs during the process of operating the business and tries to find the best way to solve the problems.
- To ensure the preparation of the business are well prepared especially in terms of financial plan so that the application of the loan are manageable.
- To maintain the planning and also the organization of the business so that the income of the business is well managed.