



اَوْبَهُوَ سَيِّدِي تَيْكُو لَوِي كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF APPLIED SCIENCE  
DIPLOMA IN SCIENCE (AS120)**

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT 300**

**BUSINESS NAME: HEALTHY STYLE**

**PREPARED BY:**

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## LETTER OF SUBMISSION

Diploma in Science (AS120)  
Faculty of Applied Sciences  
Universiti Teknologi MARA Perak  
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7th December 2020

Puan Kursimah  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title "HEALTHY STYLE – DSMART SANITIZER" to fulfill the requirements as needed as university requirements.

Below is the list of the group members that involved in completing this business plan:

- 1) Muhammad Zikry bin Khuzairi
- 2) Nazzrudin Bin Mohd Nawi
- 3) Wan Emir Hussein bin Wan Rahim

Thank you,

Yours sincerely

.....  
Healthy Style  
General Manager

## **ACKNOWLEDGEMENT**

In the name of Allah Most Gracious and Most Merciful

First of all, Alhamdulillah praise to Allah SWT for giving opportunity to finish this project successfully. With the gust and guide that He gives to us, we could finish up this project completely on time. With the strength He gave to us, it helps us to find the materials and Information that are needed to finish up this project.

Moreover, we would like to express our gratitude to our beloved lecturer for this subject Fundamentals of Entrepreneurship ENT 300) Madam Kursimah bt Haji Hamzah for her kindness and her time spent for us Her dedication in giving all the knowledge about this subject has made this project easily to be done though we have faced some problem in completing this project. She has taught us how to solve the problem and advise us to be patient in finding information and finish the task that has been given.

Not to forget. lot of thanks to our parents for being very supportive in vary way and pray for us to be success in completing this project from the starting point until the end of the project especially to Syuhada family for their willingness to be a part of our benchmarking place Not to forget, thanks to our roommates for being very helpful kind and supportive whenever we feel down and blue

Last but not least, to our entire classmates (AS1205\_F). Thank you for giving opinions, ideas and information needed by this project.

But out of all people that have been supporting us, we would like to thanks to each of our group members who have been sacrificing their time to overcome difficulties that come towards us, support and help each other until the day of presentation. We hope we may run this company successfully in the future as we planned

## **EXECUTIVE SUMMARY**

Healthy Style is a business that can be categorized as Small Medium Enterprise (SME) which provide personal care products to customer. We are specialized in providing personal healthcare products that are combined with usage of technology. Healthy Style consists of three partnership.

Through our long term research and observation, we had planned to set up this business as there is a huge prospect in this area of industry. Moreover, we have discovered that the demands of hand sanitizer has increased dramatically in recent years, especially during the COVID-19 pandemic.

Apart from that we have been observed that there are fewer competitors that involved in providing wearable products. We take these opportunities to expand our business.

Since our company is listed as a new company in the market, it is clear that there are many aspects that are needed to considering order for our company to market itself to everyday people.

In conclusion, we hope that Healthy Style can be a well-known company throughout the nation and able to provide greater service, especially in areas of personal healthcare. We also believe demand of sanitisers will increase due to increase in public health awareness, as well as the increasing human population.