



اَوْنِبُوْزِ سَيِّتِيْ تَيْكُوْلُوْ كِيْ مَارَا
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(ENT300)

BUSINESS PLAN

NAME OF PRODUCT

NEFF COSMETIC

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1.1 INTRODUCTION TO THE BUSINESS

The Neff cosmetic is the business that we choose to complete this business plan. All of the members agree to continue with this business as it is actually a beauty and makeup product. The ideas of this business is actually inspired by local brand product. Most of the members are so passion and into makeup and beauty industry, so we have decided to come with our own make up product. Nowadays, people are tending to loves buy makeup and beauty stuff, so we might get a big achievement if we open up our own business. The nature of business is partnership as all of the members has contribute for this business.

The industry for our business is cosmetic industry as Neff cosmetic only focus on makeup and beauty stuff for women. All of the members agree to become a partnership for Neff cosmetic as most of the members are interested in cosmetic industry. Next, the location that we have been choose to expose our business is at Johor Bahru, Johor. The date of commencement for Neff cosmetic is on 1st January 2021.

There are a few factors on why we choosing this business as our group proposed business. Firstly, the demanded and trend. This is because we have make a survey among our circle that most of the women nowadays are so into beauty and makeup industry, so we take an action by open up our own business which called as Neff cosmetic. Next, the interest in makeup and beauty industry. As I mention before, most of our members are passion and interested in this industry, so by having our own kind of product, it gives us opportunities to take part in business industry as well as to become one of the most famous local brand makeup that the first choices among the customer.

Furthermore, we also have our own future prospects for Neff business which the first one is social media. This platform plays a big role in our business as to expose and to promote our product to the customer. Due to the covid-19, people are tending to buy from online platform rather than buying from shop. It shows that having a social media for a business is very crucial. Other than social media, we also use a good content as our future prospects. A good content on how describing our product could attract the customer to buy our product. Having our own kind of content that different from others brand could gain our loyal customer, so by having a good content with help of media social, the business that we going to runs could receive a big impact.

1.2 PURPOSE OF BUSINESS PLAN

Each of the business that has been establish must have their own purpose on why they should be running a business. The purpose of business plan for Neff cosmetic is actually to allow the entrepreneur which is us, to view and evaluate whether the business that we wanted to run, it is possible by looking into the objective, mission and vision that company has been step up as a guideline to achieve the business goals. Next, it also to convince and attract the investor to invest in our business. A strong and clear business plan will attract them to invest more into our business. Lastly, the most important thing for having a business plan is actually to be a guideline for the entrepreneur on how to managing the business properly. It plays a big role as business plan will be the sketching on how to properly managing the business.