



**FACULTY OF BUSINESS AND MANAGEMENT**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**TITLE: BUSINESS PLAN (SUNSHIMMER)**

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**SEMESTER MAR 2024 - AUG 2024**

**SUBMISSION DATE: 24 JUNE 2024**

## **ACKNOWLEDGEMENT**

First and foremost, we would want to thank God for his direction and blessing throughout our analytical report, which enabled us to successfully finish the report. As a result, we completed the task with the assistance of a group member. Even though there was a minor issue among us while working on this task, we all participated and struggled to remain awake every day until the due day arrived. Alhamdulillah, all problems can be overcome, and it teaches us to remain positive while learning.

With due respect, we would like to convey our heartfelt gratitude to our lecturer, Madam Farrah Nadia Binti Baharudin, for inspiring and guiding us to complete the assignment. We are incredibly appreciative for all of her efforts to educate us. Her vision, passion, and desire carried us step by step till the report was completed. She also provides useful information for writing this report.

In the hopes that our efforts will be rewarded by receiving high grades and passing this important report, ENT 300. Our request is that the examiner be compassionate when marking our task. We hope that our role-play and report exceed your standards.

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## EXECUTIVE SUMMARY

SUNSHIMMER is located at 510, Jalan 1, Taman Ampang Utama, 68000 Ampang, Selangor Darul Ehsan. We are motivated to carry out this project because it is a unique product that is not well known in Malaysia, but this product has many advantages that are very good for our skin and suitable in Malaysia because Malaysia is one of the countries that is close to the equator and receives more ultraviolet (UV). Malaysia is also a tropical region that often experiences hot and dry weather. This product is very beneficial for humans.

Protecting your skin is super important. The sun not only emits UV A and UV B rays, but also blue light (which is also emitted by digital objects, such as mobile phones, laptops, and televisions). These three rays can have a negative impact on the skin of the face. Therefore, facial skin needs sunscreen that can provide comprehensive protection from all types of these rays.

Our business consists of five people namely the General Manager, Administration Manager, Marketing Manager, Operations Manager and Finance Manager. We give administrative strategy, marketing plan, financial plan and operational plan for the use of our target customers in our business plan.

With a business plan, we can also project the profit we can make for the current year. Additionally, we can assess the company's performance going forward to determine whether or not the profit gain will increase steadily each year. Aside from that, we would like to communicate our objectives and expectations, as well as our company's vision and mission. The entrepreneur will always be on track to make sure that the company's vision and mission are fulfilled if they have all of these goals in place. By aligning our objectives, expectations, vision, and mission within our business plan, we ensure continuous progress and fulfillment of our company's goals, guiding us toward sustained success and impactful contributions to our customers and community.