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UNIVERSITI TEKNOLOGI MARA  
CAWANGAN N. SEMBILAN, KAMPUS KUALA PILAH

FACULTY OF APPLIED SCIENCES  
AS114  
DIPLOMA IN MICROBIOLOGY

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**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN REPORT**

**BUSINESS NAME: Ces't Vie Sdn Bhd (LippyBe)**

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## **1.0 Executive Summary**

This report providing all data that was calculated and recorded during our Ces't Vie Sdn. Bhd operating. The data included the administration part, operation part, planning, financial data and conclusion.

Ces't Vie, is a company beauty product that was established in 2023. Our first product was only focused on lip balm production. Over the years, we have come out with several ideas in satisfying our customer's needs. The ideas go with the combination of some lip product in one case. This idea was established due to the hardship that we find among all ladies especially, that often have problem with storage issue in bag. The idea came out when we find that why do not just hang the product instead of store it in the bag. Hence, this product was created, with the combination of two product in the same case and the keychain concept.

Besides, since beauty industry is the dominating industry these days. We try to conquer the opportunity by providing something different and authentic to the user. It is believed that with this idea, it is not only beneficial to our company, but it also can make customer life easier. We deliver what our customer needs. Hence, a trust loyalty among customer can be created. Along with making our product to be known to public much easier.

We target on mid age, teenager customers. This is a unisex product, making it to be more appealing and interesting to all the customers. These days, beauty dominating, making it the best opportunity for us,

## **2.2 Company Background**

Ces't Vie is a cosmetic company that founded on 15 February 2021. Started at Kuala Lumpur Malaysia. Based in Malaysia. The focus of our company is to provide a beauty tool that beneficial for customer in many aspects. LippyBe is our first launch product. One product that carry various functions based on its design and cosmetic formula.

Our mission is to provide the best premium quality beauty products to the customers along with protecting our ecosystem by creating a dual compartment lip packaging with refillable product. Ensuring customer to also contribute to our better ecosystem by limiting waste production such as unused plastic case.

Our product focus on treatment and enhancement, making the customers to have the great experience of all time.