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BUSINESS REPORT PLAN: LUMISHIELD

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TABLE OF CONTENT

ACKNOWLEDGEMENT	7
TABLE OF CONTENT	8
1.0 EXECUTIVE SUMMARY	11
3.0 PARTNERS BACKGROUND.....	17
4.0 ADMINISTRATION PLAN	23
4.1 Business Mission	23
4.2 Business Vision	23
4.3 Business Objectives	23
4.4 Business Logo	23
4.4 Organizational Structure by Function	25
4.5 List of Company Personnel	26
4.6 Schedule of Task and Responsibilities	26
4.7 Working Schedule	28
4.8 Schedule of Remuneration	29
4.9 Office Furniture and Fittings	30
4.10 Office Stationaries	31
4.11 Administrative Budget	32
5.1 Marketing Objectives	33
5.2 Product Determination	34
5.3 Target Market	35
5.4 Market Trend and Size	37
5.5 Competitors Analysis.....	38
5.6 Market Share	40
5.7 Sales Forecast.....	41
5.8 Marketing Strategy	41
5.8.1 Marketing Strategy.....	41
5.8.2 Price	42
5.8.3 Place	43
5.8.4 Promotion	43
5.9 Planning for Marketing Personnel	44
5.10 Marketing Budget	44
OPERATIONAL PLAN.....	45
6.0 OPERATIONAL PLAN.....	46
6.2 Operation Layout	48
6.3 Production Planning.....	53
6.4 Material Requirement Planning.....	55

1.0 EXECUTIVE SUMMARY

LumiShield is committed to transforming the way people approach sun protection. Our flagship product, a peel-off sunscreen, is designed to provide all-day UV protection with a single application at night. This innovative solution allows users to wake up with a protective layer that can be easily removed, offering a hassle-free and reliable alternative to traditional sunscreens. LumiShield combines convenience with effectiveness, catering to the needs of today's busy lifestyles.

We are passionate about delivering a premium skincare experience, emphasizing safe and high-quality ingredients that are gentle on all skin types. LumiShield's formulation ensures a matte finish, eliminates unwanted shine, and feels lightweight and breathable for optimal comfort throughout the day.

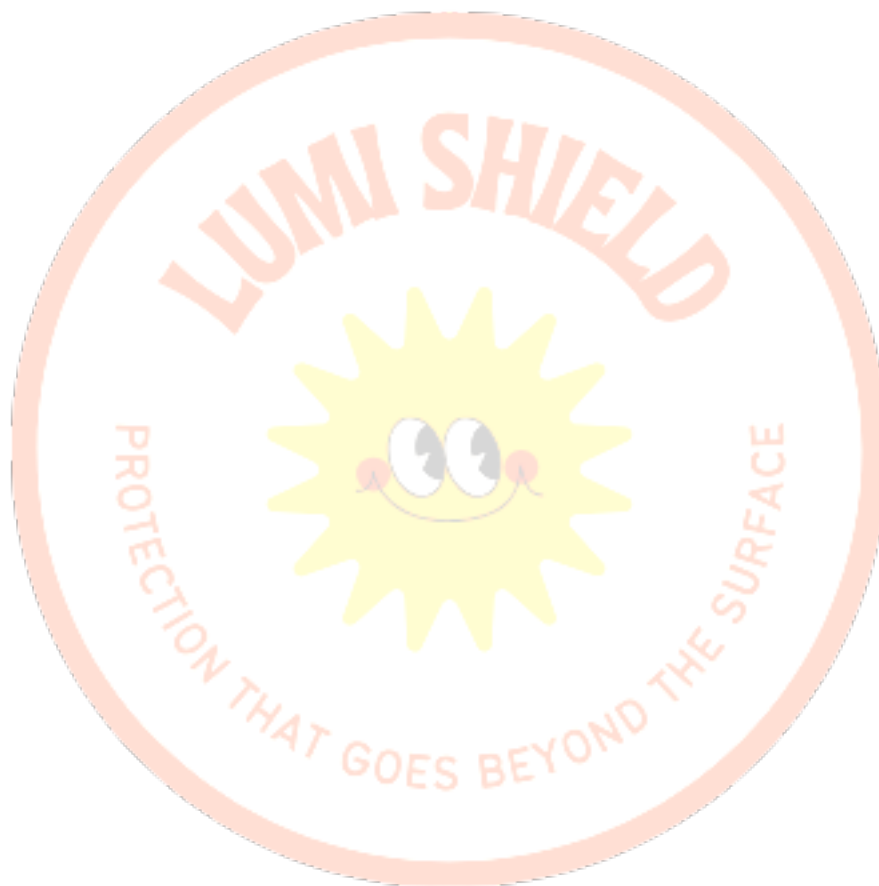
Sustainability is central to our mission. From eco-friendly packaging to reducing waste, LumiShield is committed to minimizing our environmental impact. We are also in the process of obtaining recognized certifications to reinforce customer confidence in the safety and efficacy of our products.

Our dedicated team includes experts in product development, marketing, operations, and finance, all working toward the shared goal of establishing LumiShield as a leader in innovative skincare solutions.

We focus on serving active individuals, particularly those aged 18 to 40, who value convenience and quality in their daily routines. By leveraging online platforms and e-commerce channels, we aim to make LumiShield widely accessible. Our marketing efforts highlight the product's unique benefits, such as the peel-off technology and long-lasting protection, ensuring it stands out in a competitive market.

We plan to launch our first physical location in a vibrant urban area, strategically positioned near schools, workplaces, and leisure facilities. This location will serve as a welcoming space for customers to explore our product, receive skincare advice, and engage with our brand. The store will feature a clean, modern design, creating a comfortable environment for workshops and consultations.

LumiShield's mission is to redefine sun protection by making it simpler, more efficient, and more accessible. We strive to build trust and loyalty among our customers while promoting healthier skincare habits for everyone.



2.0 BUSINESS BACKGROUND

LumiShield Enterprise is a forward-thinking skincare company that focuses on innovative sun protection solutions. About to be officially established on 2025, LumiShield operates as a partnership, guided by a team of skilled professionals specializing in product innovation, marketing, operations, and finance. Together, we aim to transform the way people approach sun care by offering practical, high-quality products tailored to modern lifestyles.

The idea for LumiShield was born out of a desire to address common issues with traditional sunscreens. Many consumers find them inconvenient due to the need for frequent reapplication and their often greasy or heavy texture. To solve this, we developed the LumiShield peel-off sunscreen, a game-changing product that allows users to apply it before bedtime, sleeping with a protective layer, and peel it off the next morning when they wake up. This innovative approach provides long-lasting UV protection without the hassle, aligning with the needs of today's busy individuals.

The inspiration for launching LumiShield came from the increasing awareness of the importance of sun protection. With growing concerns about skin health, premature aging, and the harmful effects of UV rays, there is a significant demand for more efficient and user-friendly sun care options. LumiShield meets this demand with a product that is not only highly effective but also convenient and easy to use.

This business plan has been prepared as a comprehensive guide for LumiShield's growth and operations. It lays out our strategies for product development, market expansion, customer engagement, and financial management. It will also serve as a key resource for securing funding, forming strategic partnerships, and setting a clear direction for achieving our long-term goals.

LumiShield's vision is to transform sun protection into a seamless and reliable part of everyday life. By 2035, we aim to become a global leader in skincare innovation, recognized for our commitment to quality, sustainability, and customer satisfaction. Our mission is to empower individuals to prioritize their skin health with products that are easy to use, effective, and environmentally responsible.

To achieve this vision, we plan to launch our first operations in Kuala Lumpur, a dynamic urban area chosen for its large population and strategic proximity to schools,