



UNIVERSITI TEKNOLOGI MARA
FACULTY OF APPLIED SCIENCES

ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN
LEP PANDAN FRAGRANCE

PREPARED FOR:
SHARIFAH NURAFIZAH SYED ANNUAR

PREPARED BY:

MASIRAH BINTI ADAM	2014820638
NORHIDAYAH BINTI JATLEE	2014202672
NUR SUAZWANI SARAH BINTI HAMMA	2014833338
NUR SYARMILA BINTI MOHD YUNUS	2014812058
RABIATUL ADAWIYAH BINTI AHMAD RIDZAL	2014855372

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PREFACE

First of all, we want to express our gratitude to Allah S.W.T. for His permission to allow us to complete this assignment. Even though we have a great effort into this assignment, without His willing, we would not be able to complete this business plan.

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Last but not least, our heartfelt thanks goes to whoever have involved towards the completion of this business plan. Without them our project would not be done successfully.



1.0 EXECUTIVE SUMMARY

Le'Pandan Fragrance is the business of perfume which is provided only for women. Our product is different from others entrepreneurs that do same business like us. It is because we used pandan as our main ingredients. Until now, we have investigated that no one used pandan as their ingredients to produce a perfume. Our business location is located at Centre Point Shopping Mall, Kota Kinabalu, Sabah.

Le' Pandan Fragrance promised to their customer to give the best quality of our products. Although there are plenty of businesses that provide this type of product, but we guarantee that we can penetrate this market as we use a very special ingredient and most importantly our great effort into this business.