



FACULTY OF APPLIED SCIENCE
DIPLOMA IN SCIENCE

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
BORNEO BEAUTY COMPANY

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1.0 INTRODUCTION

1.1 EXECUTIVE SUMMARY

The first product produced was called Borneo Beauty Bedak Sejuk which is an organic skincare product for facial care. This product is made of organic ingredient such as ginkgo biloba, turmeric, and cinnamon that is well known for its benefits to face and not contained any harmful chemicals.

In addition, the main objective of the product produced is to create a product that is safe for our skin which is fully based on organic ingredients with affordable price.

The product will be market at Borneo Beauty shop located at Alamesra, Kota Kinabalu and will be sale with the price RM15.50 for one unit. Various promotion strategy will be used such as promotion through the magazines, newspaper, signboard and organize booth to introduce the product to people.

There are several competitors existed in the market that have same based product which is *Bedak Sejuk* like *Bedak Sejuk* Petani and *Bedak Sejuk* Bearbery that have the market share which is 5.89% and 70.55% respectively. The advantage of Borneo Beauty Bedak Sejuk are it has an affordable price and it is made of 100% of organic and herbs ingredients.

The contribution of the company would be a total RM65, 000.00 with a car from all of the Managers to the fund of this company.

In the future, Borneo Beauty Co. will expand the market of the Borneo Beauty Bedak Sejuk to outside of Kota Kinabalu and Malaysia. Besides, Borneo Beauty Co. will produce more products that based on organic ingredients.

1.2 PURPOSE

VISION

Borneo Beauty's is a company that creates a skincare product that become the first choice of end users as well as professional users and also to be known by the local or non-local people.

MISSION

Borneo Beauty's is a natural skincare company that help women and men around Asia feel good, look beautiful and have a healthy skin.

MOTTO

Easy. Healthy. Beauty.

OBJECTIVES

- To create a product with no side effects to the customers.
- To solve skin problems with specific elements nature solutions.
- To reach the target markets

1.3 COMPANY/BUSINESS BACKGROUND

Borneo Beauty Company was founded on 12th December 2016. It is a new company and managed by the General Manager and helped by the Admin Manager, Marketing Manager, Operational Manager and Financial Manager. The first product produced was called Borneo Beauty Bedak Sejuk which is an organic skincare product for facial care. This product is made of organic ingredients that are well known for its benefits to face. The advantage of this product is it can be obtain with and affordable price in the market. This product is made without any additional chemicals where it might be harmful to face and can make skin irritation disease.