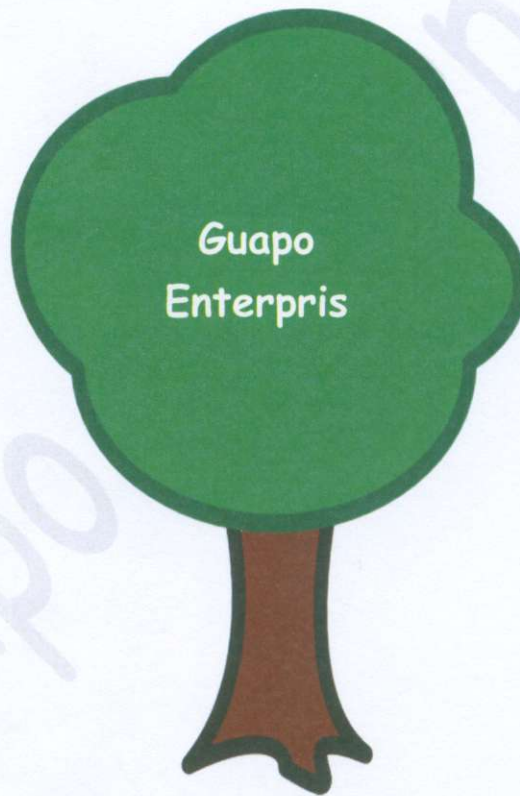




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ENT 300 BUSINESS PLAN

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1.0 Introduction

Guapo Enterprise is a company that manufacture a health care product. Guapo Enterprise is located in Kuala Lumpur, Wilayah Persekutuan that allows all of the supplier to easier get the product at the industrial area. Guapo Enterprise first product is called as Face Refresher which is in order to settle the public issue such as in school, university and work place. The issue that has been said is consists of sleepiness that may lead to the decreased of performance of an individual. So to solve the issue, we Guapo Enterprise has create a new brand product called as Face Refresher in order to eliminate sleepiness with only just 1 spray to face according to the guideline.

After research has be done, we found that there is still a small quantity of market for this kind of product. So we believe that we can achieve a high demand for this product. Our product is suitable for all levels of society such as kid, teenager and adult. We have created a different size of bottle which we are try to follow all of the taste from all of the levels of society.

From study to study, we also found that there are many people having the problem of sleepiness while doing their work, study etc. So we try to bring the taste of freshness for all of our customer, we put the ingredient such menthol in order to give the person feel the cold sensation after using this product. Also we have put different kind of aroma therapy perfume from natural material like lemon, lavender, etc.

We Guapo Enterprise, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to stay fresh in order for them to have a great performance everywhere.

2.0 Purpose

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.

This business plan is also being drafted so that Guapo Enterprise will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confident of the bank.

Guapo Enterprise has asked from Bank Rakyat for a loan up to RM 60000 so that it can build itself in this business. The other RM 110,000 will be from the accumulated capital provided by each shareholder in the company. The highest shareholder has agreed to contributed RM 55000 and the other two shareholders agreed to contributed RM 27500.

The financing will be used to purchase a start up assets like salon equipments, furniture and fittings, machineries, lorry, advertising and many more. We can get all this items from our trusted suppliers, and they have agreed to provide products with the best offer ever.

We also use this business plan as a guideline to the manager in order to succeed in the business. Guapo Enterprise has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will includes company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

Guapo Enterprise will fully utilize all the assets so that it can maximize the profit. The profit that the company gets will be used to pay the loan that is given. Guapo Enterprise is completely confident that it will be able to pay the loan back including the interest payment in the loan given