



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ACCOUNTANCY

(ENT300)

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
CANDLEMANIA

PREPARED BY

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2.1 Executive Summary

We are producing a reusable candle@incarnate candle for household. Since we just started, we are doing a home based business, located at Kota Kinabalu, Sabah. To make it easier for our customers to purchase our product, we rented kiosk in 1 Borneo Hypermall and Suria Sabah Shopping Mall.

Our incarnate candle is a simple and elegant improvement re-design for the common candle holder that allows candles to last at least twice as long. The design is so simple that it almost makes you wonder how no one ever thought of it before. The melted wax from the candle on the candle holder all flows into the holder's hollow stalk, which has a second wick running along its length. The wax accumulates around the wick and hardens, forming a second candle. All that's left is to open the hollow stalk and use the new candle. This is to save customers cost in buying candles for their houses when there is a blackout.

