



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS PLAN
SUFEEANZ

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ACKNOWLEDGEMENT

To begin with, praise the Lord for giving us opportunity to complete our business proposal for subject ENT300.

We as a group are accepting this as challenge to ourselves because it shows and test our ability and knowledge when doing it. For the prospect of business, this proposal can help us to practice our ability and interest in other different way by be our guideline to encourage our effort for becoming an educative and succeed business people.

Secondly, we would like to thank our beloved lecturer, Mr. Firdaus for giving us moral support and being so generously giving and sharing ideas among classmates which leads us to a better student. Not to forget, thanks to our parents for being so helpful, kind and supportive in term of money as well as advice.

Last but not least, we would like to thank to our group partner which are Emylina Jumlih, Faizlia Abinus, Nurul Ain Ang, Nurzarina Binti Baliana, Nur Shafirah Farain Binti Salimin, Suliza Binti Abidin Ummu Shafiah Binti Abdullah for being so tough and strong teamwork until we could overcome every obstacles that coming towards us in any way. Thank you

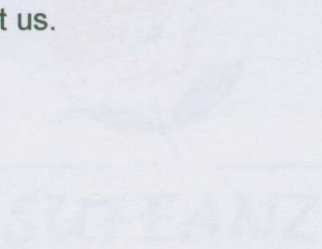
EXECUTIVE SUMMARY

Our product name is bath bomb which is fun body cleansing. A type of business entity is partnership with seven members named Emylina Jumlih, Faizlia Abinus, Nurul Ain Ang, Nurzarina Binti Baliana, Nur Shafirah Farain Binti Salimin, Suliza Binti Abidin Ummu Shafiah Binti Abdullah. Each member contributed RM 5, 000 as a capital. Ingredients that we use in our product are sodium bicarbonate, citric acid, essential oils, and coloring.

Our product is free from chemical waste and friendly environment. The ingredients used is 100% natural based. It comes with variety of fragrances. We sell our product at reasonable price from RM10.

Ways to prepare our product, we will first mix well the dry ingredients together for a specific amount and then add the wet ingredients. Lastly, we shaped it using a standard mold.

Our product usage is very simple, easy and fun. First, prepare a water bath whether cold or hot. Then put the bath bomb inside the water bath. Then you can enjoy your bath time. Our main target customers for our product are the retailers, supermarkets and hotels. Everyone can use our product. To promote our product we are using flyers, internet advertisement, and our own website. Customers can find our product at every local store such as Giant Supermarket, CKS Supermarket and many more or they can directly contact us.



Description of Logo

Sufeanz stand for our names which are Suliza, Ummu, Faizlia, Emylina, Ain Ang, Nur shafirah, Zarina.