



اُونِيُوَرْسِيْتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATION SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME :

ISASHA COMPANY

PRODUCT NAME :

UNIQCASE

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Letter of Submission

Diploma in Public Administration

Faculty of Administrative Science and Policy Studies

University Technology MARA Cawangan Pahang

26400 Pahang

20 January 2021

Dr. Hasnizawati Hashim

Faculty of Business Management

University Technology MARA Cawangan Pahang

Dr,

Submission of the Business Plan (ENT300)

Attach is the business plan title “**ISASHA GROUP- UNIQCASE HAND SANITIZERS**” to fulfill the requirements as needed of all groups of people.

Thank you,

Yours sincerely

Hudaradzy

ISASHA GROUP

General Manager

Acknowledgment

First of all, we would like to thanks Allah S.W.T and syukur alhamdullilah because of His blessing and help us in finish this assignment. Big thankful also to my fellow group assignment because we manage to complete our assignment task within the time given by our lecture Dr Haznizawati Hashim with successful. This assignment cannot be completed without the effort and co-operation from our group members. Our group member are Nur Anis Yasmin Binti Aidi Azhar, Nur Aqilah Ainin Sofiya Binti Mohd Zaki, Nur Huda Binti Mat Radzi, Nur Iffah Izzati Binti Mohamad Radzi, Nur Aishah Binti Abd Nasir, and Nur Syahirah Binti Wai Hidi. We also sincerely thanks to our lecturer for giving more information about the assignment and guide us using the slides and template that have been given from Dr Hasnizawati. And with the favor, we used it as guidance and encouragement in finishing this assignment and also for teaching us in this course. Last but not least, we would like to express our gratitude to our friends and respondents for the support and willingness to spend some times with us to fill in the questionnaires. We hope our assignment is complete and will be receive. We had used our effort and acknowledgement to search information and ideas. Hoped our effort was worth it.

Executive Summary

Firstly,our company name is ISASHA group. Our company gets the name from the combination of the first letter of the business partner name and Uniqcase hand sanitizers is our company nature of business. This business is based on partnership where it consists of six (6) members of partnership business whose contribute the same amount of capital with total RM 25,990.00 and will hold different task and responsibilities such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager in order to manage the company.

Uniqcase Hand sanitizer with tagline “Don’t Leave Home Without Life Saver” is located near Bangsar with address No 2 Jalan Melati Mawar Utama 14/2, 53100 Setapak Kuala Lumpur. Uniqcase hand sanitizers is a company which focuses on producing liquid hygiene hand sanitizers “On the go” that can attach to phone casing to fulfill the needs of all groups of people regarding their hygiene principle with providing differences in flavor fragrances,color and shape. The company also promotes the business and products through advertisements in social media such as Facebook,Instagram and also official websites in order to update any discounts and promotion to our customers.

Through our long-term research and observation,we had planned to set up this business because we can see nowadays the number Pandemic Covid-19 is raised in the highest number of cases. Therefore, it becomes our contribution into the public and initiative to prevent this pandemic by producing liquid hygiene hand sanitizer that can attach to phone casing with an affordable price in order to help the people to always bring their liquid hygiene to ensure they always keep sanitized and clean.

Our business is expected to commence on 2021 and our vision is to make our company a well-known and especially into ASEAN markets.In order to expand our Uniqcase hand sanitizers product, the fully cooperation and efforts among the partners to promote company is most important. We also believe that the demand of Uniqcase Hand sanitizers products will increase every day as the increase in human population. Lastly, it is our pleasure to be the benchmark for others people who are interested to start business as agents or stockist for our products.