

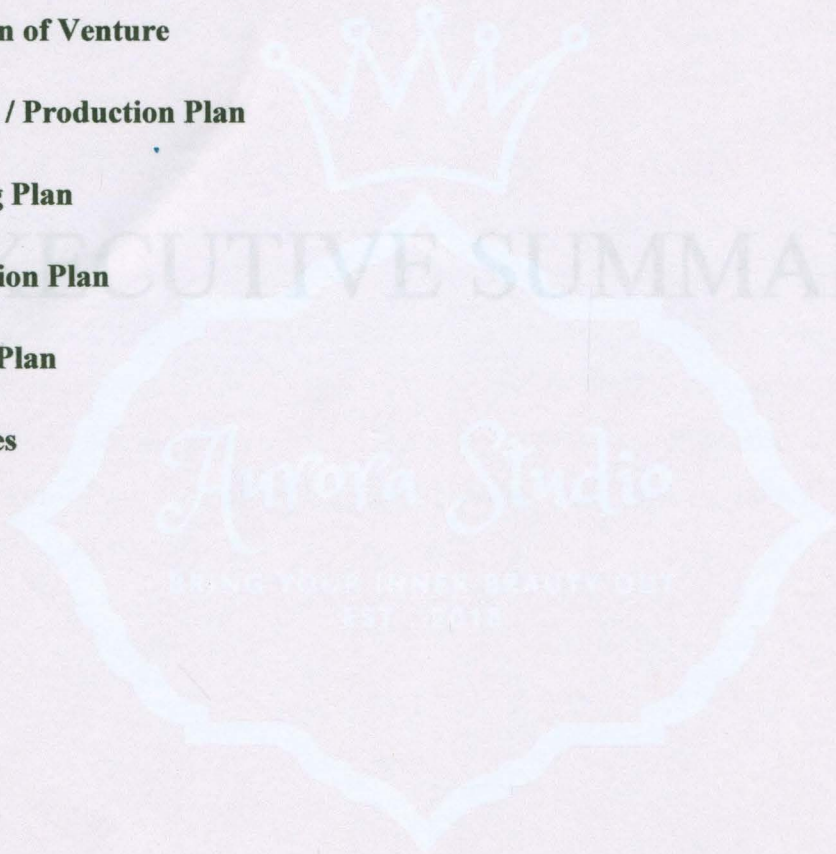
PRINCIPLE OF ENTREPRENEURSHIP
ENT 530
AURORA STUDIO

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EXECUTIVE SUMMARY

Nowadays, online business is more efficient and excellent for entrepreneur. Thus, entrepreneur use technology to increase their sales of products or services from time to time to compete with global requirement. Also, competitors are already in their move to launch products and services to satisfied 'hunger' people. In other words, competitors compete each other to get profits even if sometimes gain losses. Entrepreneur acts as mover of the economy which involves in business of products and services. Therefore, it is obvious if we said that entrepreneur has absolute right to deal with products and services to be known more widely in the world.

The name of our company is Aurora Studio. Aurora Studio is a business that provides make-up services and also additional service which is tea time set and also printing service. Our store located at third floor Suria Sabah shopping mall. We expect to start up our business on 1st January 2018. Our focus is to make each customer feel beauty with confidence by using our makeup services. Also for the printing services depends on customer choices. The tea time set a customer can enjoy with the 'kuih sapit' with flavour peanuts and chocolate and 'popia' with flavour spicy and original. Aurora Studio is not businesses that want gain profit or loss but we want to satisfy each our customer.

COMPANY PROFILE

Introduction

Name of company	Aurora Studio
Nature of Business	Service
Industry	Partnership
Location of The Business	Third Floor, Suria Sabah Shopping Mall, Kota Kinabalu, Sabah. (Store)
Date of Business Commencement	1 ST January 2018
Factors in selecting the Proposed Business	This service has potential to develop in each state in Malaysia.
Future Prospect of the Business	1. Have a name in international market 2. open new branch 3. Produce own product

Meaning of the company's name

Aurora Studio

Aurora- Every girl feels like a princess and confident

BRING YOUR INNER BEAUTY OUT
ESTD 2018

Logo

Crown- Beauty is the queen

Pink- Look feminine

White- Beauty inside out and clean

ENVIRONMENTAL INDUSTRY ANALYSIS

Our service is currently known in the market, so that's why we will need investors to give fund to our company because we want to provide a unique service and also upgrade our service to be identified in the market. Since we are partnership and our contribution will be limited, so we will need investors to help us to expand our company. To make our service to be identified in the market, we are using competitive advantages which are cost – leadership, differentiation and focus. On the cost – leadership, our service mostly are cheaper in term of cost because the make-up tool is not expensive and high quality. Since our business in shopping mall, we are focus more on to women who is like to using make-up. Mostly our focusing is women.

In our company structure we have only 4 persons, whereby we are partnerships. Since we are using service business, our company size is quite small industry. Because of this small industry our company will affected with other company whereby other company can produce more since their company expanding in the industry. It is doomed to us. But we are not down for it because we know trends of beauty now are very important for women, so we decide to expand our service and more focusing to our customers. We are using media social such as Instagram and Facebook to promote our service and to be well known in the international market.