

Chapter 1 Introduction

1.1 Introduction of The Business

Name of the business	: Beauty <i>Lia</i> Entrepriase
Nature of business	: Beauty and Care
Industry profile	: Our company, Beauty <i>Lia</i> is an expert in the field of beauty supplement. We are the number one in the industry. Our expertise in various fields of beauty supplement products which is whitening supplements. Our LAB with safe and modern technology. You are assured of our products can make a difference to you for sure.
Business location	: 2539 Plot 9, Lorong Jelawat 6, Seberang Jaya, 13700 Perai, Pulau Pinang
Date of commencement	: January 2020
Factors in selecting the proposed business	: a) to help people who has skin problem b) to boost their confidence
Future prospects of the business	: a) women and men age 20 above b) people with skin problem (acne, scar, tan skin, aging)

1.2 Purpose of Business Plan

1. As a guideline for managing the business. First, and foremost, it should be used to help run your company with a more cohesive vision. It is your roadmap. By truly analyzing your plan for marketing, sales, manufacturing, website design, etc., you greatly improve your chances for success.
2. To convince relevant parties of the investment potential of the project. Tends to be the reason most clients request plan advice from SCORE. That is, a financial institution or other lender will not invest in your company unless you can demonstrate that you have a roadmap to success. Banks want to mitigate their risk of default and private investors, such as Angel's, want a realistic forecast for when they will be reaping a return on their capital.

1.3 Business Background

Name of the business : Beauty *Lia* Ent

Business address : 2539 Plot 9, Lorong Jelawat 6, Seberang Jaya, 13700
Perai, Pulau Pinang

Correspondence address : 2539 Plot 9, Lorong Jelawat 6, Seberang Jaya, 13700
Perai, Pulau Pinang

Website address : Instagram – beautylia_hq

E-mail address : beautylia@beautycare.com

Telephone number : 011-37193982

Fax number : 04-9666039

Form of business : Partnership

Main activity : Manufacturer chemical product

Date of commencement : January 2020

Date of registration : 2 May 2019

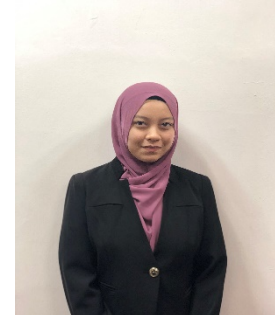
Registration Number : In Progress

Name of Bank : Maybank

Bank account number : 157091422512

1.4 Partners Background

1.4.1 General Manager



Name : Wan Iffah Aida Bt Wan Mohamad Isa

Identity Card Number : 980918086474

Permanent Address : TBP 1996 MK7 Permatang Rawa 14000 Bukit Mertajam
Pulau Pinang

Correspondence Address : TBP 1996 MK7 Permatang Rawa 14000 Bukit
Mertajam Pulau Pinang

Email Address : wan.iffah16@gmail.com

Telephone Number : 01137193982

Date of Birth : 18/09/1998

Age : 21 years old

Marital status : Single

Academic qualification : Diploma in Business Management

Course attended: Fundamental Of Ent

Skills : Thought process, Communication and Interpersonal , Leadership

Experience : Promoter at Esarli PCM

Cashier at AEON BIG Seberang Jaya

Sales assistant at Hong Aun Kimia

Capital contribution : 50% of Capital

1.4.2 Administration Manager



Name : Nurizatul Lyana Binti Rosly

Identity Card Number : 980125-35-5048

Permanent Address : 2031, Kampung Tok Panjang, 14000 Bukit Tengah, Bukit Mertajam, Pulau Pinang.

Correspondence Address : 2031, Kampung Tok Panjang, 14000 Bukit Tengah, Bukit Mertajam, Pulau Pinang.

Email Address: nurizatullyana@gmail.com

Telephone Number : 018-2744621

Date of Birth : 25 January 1998

Age : 21 years old

Marital status : Single

Academic qualification : Diploma in Business Management

Course attended : Business Management

Skills : Creative and critical thinking

Experience : Sale promoter at boutique, sale promoter skin care product, Clerk

Capital contribution : 15% of capital