



اَوْنُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكِىْ بِاِمَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY BUSINESS AND MANAGEMENT**

**INDIVIDUAL ASSIGNMENT  
FUNDAMENTAL OF ENTREPRENUERSHIP(ENT300)**

**PREPARED BY:**

<b>NAME</b>	<b>MATRIC NO.</b>
MANISHA BT ABD RAHIM	2017310341

**CLASS: KBA1195A**

**PREPARED FOR:**  
ENCIK MOHD NAJMIE BIN OSMAN

**SUBMISSION DATE:**  
18<sup>TH</sup> JUNE 2020

## **TABLE OF CONTENT**

<b>NO.</b>	<b>TOPIC</b>	<b>PAGE</b>
	EXECUTIVE SUMMARY	3
1.	INTRODUCTION	
	1.1 ORGANIZATION BACKGROUND	4
	1.2 OWNER BACKGROUND	4
	1.3 ORGANIZATION LOGO	5
2.	PRODUCT/ SERVICES DESCRIPTION	6-7
3.	MARKETING PLAN	
	3.1 TARGET MARKET/MARKET SEGMENT	7
	3.2 LIST OF COMPETITORS	8
	3.3 PRICING STRATEGIES	8-9
	3.4 PLACE	10
	3.5 PROMOTION	10
4.	OPERATIONAL PLAN	
	4.1 MATERIAL REQUIREMENT	11
	4.2 MACHINE AND EQUIPMENT	11
5.	FINANCIAL PLAN	
	5.1 ORGANIZATIONAL BUDGET	11
	5.2 MARKETING BUDGET	12
	5.3 OPERATION BUDGET	12
6.	APPENDICES	12-13

## **EXECUTIVE SUMMARY**

Ni-Shar Sdn. Bhd offers cosmetic products and services for customers. It is providing variety of cosmetics such as blusher, foundation, eyeshadow and lipstick. Our clients are customers identifying as a middle and low class who want consume product with affordable price of product. Ni-Shar offers a variety of cosmetics that give a benefits to our skin. Our product also has a halal certificate. Our services are based on our runner who make a cash on delivery in particularly place.

Based on our trademark, we choose women as a target market because no women in this world does not want to be a beautiful person. We can improve our self-esteem or confidence if we have a beautiful spirit. We glow differently when we happy. Across Perak and Ipoh particularly the Ni-Shar Sdn. Bhd has seen an explosion of growth over the year. Ipoh is an area that many people who have their own career, it causes demand of our products is rise over the year. While there is currently more business like us in Ipoh, but we only a business who trying give a best price with the best ingredients.

Ni-Shar Sdn. Bhd marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because many people in Ipoh very have a high commitment. We also provide the best ingredients in our product for customers. Thus, we develop marketing strategy that gives attraction come our digital platform to shop what they needed in daily life. Our products are success over the year until we can put our products in Watson and Guardian. We use both of them as a new platform to make customers easy to find, buy our products and make a best comparison between other products.

Lastly, competitive advantage is an attribute that allows our company to outperform with competitors. This advantage allows our company to achieve superior margins and generates value for the company. It is difficult but it will be awesome opportunities when make a business such as we can make a strategy of lowest-cost producer based on level of productivity, effective use of technology in the production process, access the most effective distribution channels. Other than that, we had make a strategy to find unique geographic location before start a business because of from that geographic location, we can know about our product's potential to success.

## 1.0 INTRODUCTION

### 1.1 ORGANIZATION BACKGROUND

1	ORGANIZATION NAME	Ni-Shar Cosmetic Sdn. Bhd
2	BUSINESS ADDRESS	Lot T05,3 <sup>rd</sup> Floor, Ipoh Parade 105, Jalan Sultan Abdul Jalil, Greentown 30450 Ipoh, Perak
3	FACEBOOK/INSTAGRAM PAGE	Ni-Shar Cosmetic
4	EMAIL ADDRESS	nisharcosmeticcc@gmail.com
5	TELEPHONE NUMBER	0194946625
6	MAIN ACTIVITIES	Make-up manufacture
7	DATE OF COMMENCEMENT	21 <sup>st</sup> June 2019
8	DATE OF REGISTRATION	21 <sup>st</sup> May 2019

### 1.2) OWNER BACKGROUND



1	NAME	Manisha binti Abd Rahim
2	IDENTITY CARD	970807-08-5920
3	ADDRESS	No 96. Block H, Rumah Perumahan Awam 2 Air Kuning, 31920 Kampar, Perak.
4	EMAIL ADDRESS	<a href="mailto:Nisharahim097@gmail.com">Nisharahim097@gmail.com</a>
5	TELEPHONE NUMBER	0194946625
6	DATE OF BIRTH	07 August 1997
7	AGE	23
8	MARITAL STATUS	Single
9	ACADEMIC QUALIFICATION	Spm, Diploma in Banking
10	SKILLS	<ul style="list-style-type: none"><li>- Communication skills</li><li>- Leadership skills</li><li>- Financial management</li></ul>
11	EXPERIENCE	<ul style="list-style-type: none"><li>- Clerk in account company</li><li>- Cashier in commercial brand</li></ul>

### 1.3 ORGANIZATION LOGO AND MOTTO

We proud to announced the growth of the Ni-Shar is already 1 year. Ni-Shar is stand for owner's nickname which is Nisha while R stand for her father's name which is Rahim. This name gives a big impact to our product because of our owner knows how to tackle customers with logo.

Butterfly is our main concept of logo because of their wings. Its remain us about how they are free to fly anywhere that they want. Same goes to Ni-Shar products, one of the products in Malaysia who wants fly across overseas. Tried the best to make a quality product

Why our butterfly is maroon? Because maroon is representing intense and passionate things such as confidence, creative, power, love, courage and strength. Refer to our trademark, make-up is art, can build up our self-confidence. This is the other reason why we choose this color as main colors for our logo. Other than that, we hope can be a strength and power in future.

Circle is a universal symbolic which means timelessness. Our product's motto is want to be an affordable product and at the same time can be an easy product to find when it needed.



Purple is the softest colors that we choose because of its representing our product's pride, independence and magic. We want to show how magic that it can be when customers used it as a consistent. Other than that, we want to show that our product can be the best quality over the others products.

Our trademark is "make-up is art; beauty is spirit" which refers to the make-up can be art when someone being so profession in this career and it becomes from our own spirit which want to be a beautiful person. No women in this world does not like to be a beautiful because of from that all the self-esteem and confidence can be improve by itself.

Why we choose green be a one of the colors in our logo because of green is symbolizing of growth, harmony, freshness and fertility. Green also has a strong emotional correspondence with safety. From this way, we are auto inspiring to make our products more growth and harmony.