



اُنِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENUERSHIP (ENT 300)

BUSINESS PLAN:

MOLEQUE COSMETICS SDN. BHD.

FACULTY:

FACULTY OF ARCHITECTURE, PLANNING & SURVEYING

GROUP:

AP116 (4C)

PREPARED FOR:

MADAM NUR HAZWANI ZOLKIFLY

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Madam,

SUBMISSION OF THE BUSINESS PROPOSAL

Based on the above matter, MOLEQUE COSMETICS Sdn. Bhd. would like for you to analysis and evaluate our business plan to fulfill the requirements. Below is the list of the group members that involved in completing this business plan:

- | | |
|--|------------|
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We wish our business plan will satisfy your requirements by getting a good feedback. We also hope that our business plan will give beneficial to others in doing the same business scope. Thank you.

Yours sincerely


.....

(MUHAMMAD SHAZRUL HAZIQ BIN MOHD. SHAFIE)
(GENERAL MANAGER, MOLEQUE COSMETICS SDN. BHD.)

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I.0 INTRODUCTION

1.1 Name of Business

- MOLEQUE SDN. BHD.

1.2 Nature of Business

- Make-up line for an easy lifestyle

1.3 Industry Profile

Being beauty and attractive is important for all the woman nowadays. Everyone want to be beautiful, but in this era globalization they always busy with their work and lifestyle so they have a lacks of time to take care of their skin. Makeup is the solution for all the woman that have a busy lifestyle. It can help all the woman daily life become easier and faster before going to works or any events.

Nowadays, makeup have a high demand from consumers despite all range of age because beauty is important to make all woman feel more confident in whatever they do. This industry will help them to feel more confident and give them more good aura because our products is suitable for all types of ages.

Most of the makeup industry at the outside have competition between other local cosmetic brands. It is because they produce the products that usually same with each other and only the colour or the packaging are different. So, we will make products which is different and more quality than other brands. We also can help the busy woman to give their makeup products to their house using delivery services. They will not waste their time to come to the shop while they can only check on the online website to purchase.

Other makeup industry at the outside mostly use chemical ingredients for make their products long lasting and can less the cost for the products. The ingredients are non-eco-friendly ingredients and can harmful our skin which is dangerous to all the woman. That is why we create our makeup products using the herbal and organic ingredients which is good for our skin. We use aloe vera, argan oil, elder tree, sandalwood and neem as well as the minimum usage of chemical ingredients.