



اُونِيُوَرَسِيْتِي تِيكَنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENURSHIP (ENT300)

BUSINESS PLAN

ZMS HIPSTER POMADE ENTERPRISE SOLE-PROPRIETORSHIPS

FACULTY AND PROGRAMME: BUSINESS MANAGEMENT

SEMESTER : FIVE

PROJECT TITLE : PRODUCT POMADE

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EXECUTIVE SUMMARY

ZMS Hipster Pomade Enterprise offers pomade product to style hair for customer, provide variety of pomade like apple, vanilla and mix berries with good quality and affordable price.

Our company more focusing kedah as market potential because that was the owner place which is easy to get customer to buy the product. In addition, customer can reach the company easily to complain or give feedback about our product. Target market for our business pomade is male. It because our product is made for male either kids, teenager or old man that interested to style their hair.

ZMS Hipster Pomade competitive advantages are long lasting product which can use up to 12 hours when use it. Next is pomade that our company is made is from fruit ingredients with a good smells that made this product special rather than other product. Moreover, our pomade is affordable price which is cheap than other top brand that cannot afford by customer with lower income, but with our pomade they can get product high quality with low price.

1.0 INTRODUCTION :

1.1 Organization Background

a)	Name of the Organization	ZMS Hipster Pomade Enterprise
b)	Business Address	2-05, No 1 Aman Central Lebuhraya Darul Aman 05100 Alor Setar Kedah
c)	Website	www.zmshipsterpomade.com.my
d)	Email address	zubair1884@gmail.com
e)	Telephone Number	0189639902
f)	Main Activities	Manufacturing Pomade
g)	Date of Commencement	10 September 2020
h)	Date of Registration	12 August 2020

1.2 Organization Logo/ Motto



Logo Description:

1. ZMS refer to the name of owner which is zubair mad sam
2. The word hipster in the logo is reflecting the product that our business do which is pomade that used by men to style their hair.
3. Man with beard and wear sunglasees logo is reflecting the hipster syle.