



اَوْبُو سَيِّدِي تَيْكُونُ لَوْ كُنِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING**

**DIPLOMA IN INTERIOR QUANTITY SURVEYOR (APP114)**

**AP1144L**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BUSINESS PLAN**

**“NASSTY ENTERPRISE”**

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**MATRIC NO. : 2018679222**

**GROUP : AP114 4L**

**PREPARED FOR : MADAM NUR HAZWANI ZOLKIFLY**

**SUBMISSION DATE :**

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## **EXECUTIVE SUMMARY**

- Business concepts  
-simple but limited to show to the customers the little things like our product will change the personalities of the user.
- Products being offered  
-cosmetic for men used like face cleanser, hairspray and deodorant
- Market potential/ Target market  
-this kind of product is daily used for every people, so I confident that our product will go as far as it can.
- Competitive advantage  
-in Malaysia this day, there are not a lot of company are making business in men cosmetic so that will be an advantages for us because low of the competition in it.
- The profitability  
-it may give a lot of profit to the company because cosmetic sectors is starting to get a place in the heart Malaysian's people.

## **1.0 BUSINESS DESCRIPTIONS**

a) Name of the company – Nassty Enterprise

b) Factors in selecting the proposed business

- To offers affordable and the best quality products for man out there
- To introduce the modern technologies of man's cosmetics that can change the person personality
- to take care of the skin to look clean and neat at the same time

## **1.1 COMPANY BACKGROUND**

- I. Name of the Organization : Nassty Enterprise
- II. Business Address : No 5A Jalan Kota Bharu,  
15150 Kota Bharu, Kelantan
- III. Website / e-mail address : [www.nassty.com](http://www.nassty.com)
- IV. Telephone Number : 012-3638164
- V. Form of Business : Sole Proprietorship
- VI. Main Activities : Providing some of man's cosmetics
- VII. Date of Commencement : 6 June 2019
- VIII. Date of Registration : 3 May 2019
- IX. Name of Bank : Maybank
- X. Bank Account Number : 164052546363

## 2.0 OWNER DESCRIPTIONS



<b>Name of Owner</b>	<b>Muhammad Naqib Najhan bin Mohamad Nazri</b>
<b>Identity Card Numbers</b>	<b>001223-03-0237</b>
<b>Permanent Address</b>	<b>Lot 2577 Kampung Manan, Tendong, 17030 Pasir Mas, Kelantan</b>
<b>Correspondence Address</b>	<b>No 5A Jalan Kota Bharu, 15150 Kota Bharu, Kelantan</b>
<b>E- Mail</b>	<b><a href="mailto:nanajhan@gmail.com">nanajhan@gmail.com</a></b>
<b>Telephone Number/Fax Number</b>	<b>014-2104037</b>
<b>Date of Birth</b>	<b>23 December 2000</b>
<b>Marital Status</b>	<b>Single</b>
<b>Academic Qualification</b>	<b>Diploma</b>
<b>Course Attended</b>	<b>-editing course -business course</b>
<b>Skills</b>	<b>Editing and photographer</b>
<b>Experiences</b>	<b>-product reviewer -waiter at restaurant and café</b>
<b>Present Occupation</b>	<b>Online seller</b>
<b>Previous Business Experience</b>	<b>-online business selling -</b>