



اُنْبِقْ رَسَائِدِي تِيَكُونُ لِي كُنْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ART AND DESIGN

DIPLOMA IN FASHION (AD116)

AD1164A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME

AynaRosé.co

PRODUCT NAME

Therapy Lipbalm

PREPARED FOR:

PN MARINI MOHTAR

PREPARED BY:

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2018682666

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EXECUTIVE SUMMARY

AynaRosé.co is a health and beauty company offering a therapy Lip Balm with healing properties that helps to rejuvenate and heal the lips giving it the perfect moisture it needs to prevent from cracking and drying.

Our company targeted working people of both male and female in the age of 25 and above. We targeted them because when working,our lips are easily dehydrated,either working indoor or outdoor,the temperature will affect the lips and causes it to be dry and cracked. Our targeted location is in Kuala Lumpur because kuala lumpur is one of the busiest city and will always be fill with people and tourist. So,it will be easier to attract customers.

AynaRosé.co product is 100% natural made with organic ingredient and had been tested 100% safe and no chemical. Our product can be used by everyone especially people with sensitive lips and it will not harm any type of lips. We also gave our customers chances to choose based on their preferences in the aspect of smell. Our company is also made by the office workers itself, we uses a very high tech machine and handle the manufacturing process ourself. We also choose the best quality ingredient to make the product to the finest quality we can have.

Our company is still new in the industry and we are hoping to slowly rise as the best brand. Our company wants to achieved to be not only a quality brand but also a multimillion company so we are able to bring more quality product for people. Our sales forecast for this year is around Rm1,341.00, there are an up and down throughtout the monthly charts based from some facts. We have also set our sales forecast goal for the next three years. We will try to achieve our forecast goal as we had planned.

1.0 BUSINESS DESCRIPTIONS

Name of the company: AynaRosé. co

Factors in selecting the proposed business:

- To create a chance for people with sensitive body parts to also be beautiful
- To Create a formula that sensitive people can use without any problem
- To let the people with sensitive body use the same thing as other people use.

1.1 **Company Background**

Name of the Organization : AynaRosé. co

Business Address : 3 Tower, Jalan Ampang, Kuala Lumpur

Website/e-mail address : www.aynarose.com (website)
aynarose@gmail.com (email)

Telephone Number : 08-1234 4321 (office)

Form of Business : partnership

Main Activities : Selling therapy lip balm that is suitable for all types of lips.

Date of Commencement : 17th September 2019

Date of Registration : 18th August 2019

Name of Bank : Maybank Berhad

Bank Account Number : 11223344556677

1.2 **Organization Logo/ Motto**

Logo description, Organization Mission and Vision



Mission
To give the best therapy for the lips in a product.

Vision
To be the best Therapy Lipbalm brand around the world.

2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	Nur Aina Najwa Binti Roslan
Identity Card Numbers	920925-10-1584
Permanent Address	No 41, Jalan Arca, U8/77, Bukit Jelutong, 40150, Shah Alam, Selangor
Correspondence Address	No 41, Jalan Arca, U8/77, Bukit Jelutong, 40150, Shah Alam, Selangor
E- Mail	rosseayna@gmail.com
Telephone Number/Fax Number	017-6921806
Date of Birth	25th September 1992
Marital Status	Married
Academic Qualification	Master in Business Administration
Course Attended	Entrepreneurship Studies
Skills	Communication and negotiation
Experiences	3 years experience in business
Present Occupation	Office Worker
Previous Business Experience	Work as the marketing manager

3.0 PRODUCT/SERVICE DESCRIPTION

Illustrations	Product/Service	Description
	100% Organic Therapy lipbalm (no scented)	This is a no scented therapy lip balm for people who can't stand the strong smell. 100% organic ingredient.
	100% Organic Therapy Lipbalm (scented)	This is a scented therapy lipbalm. It came in many different scents that customers can choose based on their preferences. 100% organic ingredient.