



اَوْنُوْرُ تُسْتِيْقَاتِيَّةٌ وَتِكْنُوْلُوْجِيَّةٌ
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

ENT 530

BUSINESS PLAN

LAVANDULA SDN BHD

Prepared For

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Prepared By:

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1.0 EXECUTIVE SUMMARY

Skin care is a practice that protects skin integrity, enhances its beauty and relieves skin conditions if the skin experiences any irritation. Due to this, our company has innovated facial cleansers that are not just convenience, but also problem-solving. Our company's name is Lavandula. This company offers very interesting facial cleansers as we mainly use natural ingredients and they are made with papers. We develop two types of facial cleansers which are called the Coconut Facial Cleanser and Aloe Vera Facial Cleanser. We believe that the society needs this product as it is very convenient especially for travellers. Our product is not just offering normal liquid nor bar soaps facial washes, but they are made in the form of paper that is soluble towards water. With the touch of water, these facial cleansers will turn into normal facial cleansers. We hope that our product will help aid our customers to find their right daily facial cleanser. As travellers, mainly backpackers experience the problem in limitation of 100 millimetre for liquid substances, this product is very much suitable for them as it is not in the form of liquid but paper. To provide better quality of our product, we will be dealing with National Pharmaceutical Regulatory Agencies (NPRA) to get Good Manufacturing Practices (GMP) certificate. With this, consumers will be more confident to buy and use our product.

As our facial cleansers are an innovation, there are no companies that offer the same product as ours. This means that we are able to monopolize the market and are able to set the price of our product independently. Therefore, our company's income can be managed with certain. Since most people often search for a natural product as their choice of facial cleanser, we believe that our product can be marketed in all areas. Social media would be strategic because it serves as a better platform for entrepreneurs in gaining product awareness. As Facebook is the number 1 social media in the world, we are sure that there will be no barriers for consumers to reach out to us. We plan to serve Malaysia as a whole, hence selling our products online would be more efficient.

Other than that, our management team consists of five credible and experienced people to run this company. Each individual in the management team possess variety of skills in carrying out duties into making this product successful. Research and development for the product will be carried out by the team when the needs change. We will constantly propose additional opportunities for staff development and involvement as this will benefit our company. In the time being, Lavandula's management team consists of General Manager, Administrative Manager, Marketing Manager, Operation Manager and Finance Manager.

2.0 COMPANY PROFILE

Name of the business : Lavandula

Business address : Jalan SS 4d/14, SS 4, 47301 Petaling Jaya, Selangor.

E-mail address: : lavandula.work@gmail.com

Telephone number : +6011-9538151

Main activity : Creating facial cleansers using water paper soluble for the purpose of convenience and environmental friendly.

3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none">• The only water soluble paper facial cleanser that is in the market.• Solve the problem of liquid limitations for travellers, specifically backpackers.	<p style="text-align: center;">OPPORTUNITY</p> <ul style="list-style-type: none">• Learning electronically through the Internet for a continued strong business opportunity in development of product.• Monopolizing the market as there are no similar product that are offered yet.
<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none">• Fragility of the water soluble paper.• Challenge in gaining product trust.	<p style="text-align: center;">THREAT</p> <ul style="list-style-type: none">• Legal liability in producing the product that passes and goes beyond all safety measures.• Changes in customer patterns on interest and desire towards our product.

4.0 ORGANIZATION PLAN

4.1 Below are the position as well as name for each of the position in our company:

KEY MANAGEMENT ROLES	NAME
General Manager	Siti Sarah Binti Alyasa Gan
Administrative Manager	Nurul Shazreen Binti Rizal
Marketing Manager	Nur Affrina Binti Azahari
Operation Manager	Muhd. Afiq Faiz Bin Nordin
Finance Manager	Muhammad Idham Bin Ramli

Table 4.1

4.2 The table below depicts the career highlights for every partner in our company:

NAME AND POSITION	CAREER HIGHLIGHTS
Siti Sarah Binti Alyasa Gan General Manager	a) Tad Marine Resort • Awarded the Best Employee in 2017.
Nurul Shazreen Binti Rizal Administrative Manager	a) Sime Darby Berhad • Awarded as the Best Liaison for Senior Management and Clients.
Nur Affrina Binti Azahari Marketing Manager	a) L'Oreal Malaysia • Designed the pattern of the annual marketing plans to achieve the organizational goals in L'Oreal Malaysia.
Muhd. Afiq Faiz Bin Nordin Operation Manager	a) Gardenia Bakeries (KL) Sdn Bhd • Awarded the Reward for Reliability in Cost Reductions Initiatives Project.
Muhammad Idham Bin Ramli Finance Manager	• Chartered Financial Analyst since 2017

Table 4.2