



ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Salleh

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**“BERSATU BERUSAHA BERBAKTI”**

Sekian.

Yang benar



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## 1.1 INTRODUCTION

In this modern era, the scientific medication has developed rapidly. Many new medicine and procedures have been introduced. But many people also used herbs as the medicine or supplement as other alternative to increase the immune system in human body.

Aloe Vera is one of the herbs that are highly demanded by the public. Based on this reasons we can see there is a big opportunity and potential in planting Aloe Vera that can fulfill the demand from the public. So, we have reached an agreement to establish our business to plant Aloe Vera and supply it to those who need the raw materials.

We also want to commercialize these types of herbs as to challenge our credibility and capability in supplying and introducing the importance of Aloe Vera to the public. Apart from that, we also want to minimize the usage of drugs in our daily life.

We choose “Vella Aloe Vera Beauty Shop” as our company name because we supply Aloe Vera. Beauty is synonyms to herb. So the customer will know that we supply herbs, to be specific, Aloe Vera.

The nature of business that we are doing is supplying to the company which later convert the Aloe Vera into several products. Such as, drinks, foods, cosmetics, medicine, and herbs supplement. The form of our business is partnership.

We believe that our business can expend very well as our marketing credibility to market our product. The risk and the unpredictable circumstances such as competitors, economic downturn, demand of people, and weather.

## 1.2 PURPOSE OF PREPARING BUSINESS PLAN

A Business Plan is a written document that serves as a guideline for a proposed business project that one intends to undertake. The information gathered regarding the project is used in the Business Plan to predict viability, forecast success and propose strategies for the project.

This Business Plan is important to be prepared and will be submitted to other parties for specific purposes and convince potential investors of the viability of a proposed venture. Moreover, it also used for ourselves as entrepreneur to understand more about the purpose of business. Furthermore, this will help us to make better judgment before investing in the proposed venture.

On the other hand, Business Plan can also be guideline for managing the “VELLA ALOE VERA BEAUTY SHOP” as a reality business in future. When it becomes reality, the plans and strategies outlined in the Business Plan will be an important benchmark to help us gauge our progress.

This Business Plan also help us as new entrepreneur has solid and well-grounded information to supplement the planning and decision-making process with logical thinking and rational consideration rather than rely on emotion and gut feeling when facing the challenge.