



ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
OCHA

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MARCH 2017

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INTRODUCTION

Name of company	OCHA
Nature of business	Online selling of tea-based cosmetic products.
Industry profile	This business has a huge potential to be accepted by the community as people nowadays tend to buy cosmetic products to take care of their skin and appearance. Furthermore, in Malaysia there is still lack of company that uses natural cosmetic products which is totally 100% chemical-free.
Location of the business	No.613 Lorong Flora, Taman Rose Garden 88000 Kinarut Sabah.
Date of business commencement	1 st January 2017
Factors of selecting the proposed business	<ul style="list-style-type: none">• To sell new type and new formula of cosmetic product.• Providing the people with more skin friendly and environment friendly product.• Enabling the people with low income level to take care of their skin health.
Future prospects of the business	<ul style="list-style-type: none">• Able to increase the production with lower cost.• Able to expand the business to the whole Malaysia.• Able to attract more investors to invest in the company's business.• Able to get more suppliers and customers.

EXECUTIVE SUMMARY

OCHA is a kind of business that sells cosmetic products which are basically made from tea. As planned, OCHA will be established at No. 613 Lorong Flora, Taman Rose Garden 88000 Kinarut Sabah. The location is chosen as it is believed to be very strategic for the company to stand and run as this location is located near to the Kota Kinabalu city. Furthermore, our business is an online basis. Thus, our location of company is not really affecting the selling and buying process. In addition this will ease the people to find us and buy our product. Furthermore, through this strategic location our business seen to be able to gain the attention of the community and potentially gets the customers demand. Specifically, our target markets are the students, and the adult or the working people. In Malaysia, there is still lack of business or company that providing tea-based cosmetic products and this will make our business to easily stand out in the market. Furthermore, our products are originally natural which is chemical-free. By creating this product, we believe that people will have a healthier and better life as they will never have to worry about their appearance anymore. In addition, the environment will not be hugely affected as this product is made with the most minimized effect to the flora and fauna. Therefore, we are prepared to go through any risks and problem that we may encounter in the process of promoting and commercializing our products.

PURPOSE OF BUSINESS PLAN:

1. The Entrepreneurs (OCHA's manager)

- To have a better understanding towards the purpose of the business and taking as guideline to manage the business more systematically and efficiently.

2. Financial Institutions

- Assist and help the financial institution to evaluate the capability of the proposed project and provide loan for the business.

3. Suppliers

- To always provide the business with required amount of high quality raw materials in order for the business to run smoothly.

