



UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN



PREPARED BY

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SUBMISSION DATE : 19th DECEMBER 2017

COVER LETTER

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19th DECEMBER 2017

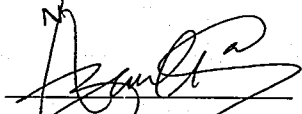
Miss,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

Allude to the subject stated above, we would like to submit the proposal of our final project paper for ENT300 subject.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposal deal which covers the top management which is started with general manager followed by the, marketing, operational, administration and financial aspects.
3. We are hoping that our business plan does fulfill your obligations: If there are any errors or lack in any part are fully depends on us. Plus, we are appreciating to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.
4. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours faithfully,



(NUR AZRATUL AIRIS BINTI AZRAT GULL)

General Manager of CōcoCare.

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Assalamualaikum, alhamdulillah praise to Allah for all energy and perseverance given to us to finish our assignment on time. The assignment report was prepared for subject Entrepreneurship Study (ENT300), University Teknologi Mara (UITM).

Our group members are accepting this as a challenge to ourselves because it shows our passion and ability in doing so. For the prospect of business, this project plan of business is hopefully can be as one way for us to practice our ability and interest in other different way, to be a guideline to encourage our effort for becoming an educative and succeed business people.

Next, we would like to thank to our beloved lecturer, Miss Siti Nordiyana Binti Isahak for guide us in completing this business report and giving us moral support.

Then, we would like to thank our parents for being very supportive. We also like to thank our friends for sharing ideas and help us completing our assignment.

Lastly, we would like to thank each other for being so tolerant and patient until we overcome hurdles and finally completed our assignment report.

EXECUTIVE SUMMARY

Coco Care Shop is about a health care shop that supply organic hair serum. Our business is located at No 16, Lorong Setia 1, Ayer Keroh Heights, 75450, Ayer Keroh, Malacca. We chose this location because of the strategic area so that we could market and advertise our product wider.

This business is about partners that share capital among themselves. Our business have three members which have our own position which are General and Marketing Manager, Operational Manager and Financial and Administrative Manager.

Our business is about health care product. We want to promote this product to people in Malaysia. As we know, Malaysians have difficulty in finding organic health and beauty care product. Therefore, our business has been developed to satisfy the demand in market. We saw the opportunity that this business has the potential to success in the future if we managed it very efficiently. The product that our company produce is Coco Care Hair Serum.

We hope that our business will developed in the near future because of the demand for organic health care product is high and there are only few companies that produce organic health and beauty care product that meets the needs of consumers and buyers in Ayer Keroh Heights, 75450, Ayer Keroh Malacca. This will give us more advantages to advertise our product to be more profitable and stable for the long run.