



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**Business Name: De' Lavandula Enterprise**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300) : BUSINESS PLAN**

**PREPARED BY:**

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## **EXECUTIVE SUMMARY**

This business plan being created to show that fragrance industry has huge potential to be globalize from Malaysia and to make sure we become number one in the world. This business proposal has been made by partnership and had decided to do perfume as the main product in our business. We proposed to do this business because we strongly believe the potential of our product which are perfume, scented candle and potpourri can enter the current market.

This proposal has been prepared, according to the guideline that has been provided to us during lecturer and online class. This report is followed by our complete business plan proposal.

Target market is group of customers that have needs and wants that can be satisfied by the business through the supply of goods or services. Also, it is a group of customers that the business has decided to aim its marketing efforts and ultimately its merchandise towards

De' Lavandula Enterprise is under the fragrance industry and the reason why we choose this industry as our main business is because we believe that Malaysia has the capacity and potential to become a market leader in this sector. As we can see this sector become most succeed in Asia Pacific in developing countries like China, Indonesia, Malaysia and Thailand.

Lastly, we can see that after the first year we are able to make profit and also for the next two years. This also shows that our marketing strategies are effective enough which have made our business to make profit.