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# UNIVERSITI TEKNOLOGI MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP  
ENT300**

**BUSINESS PLAN: BEATRISA ENTERPRISE**

**BA1184C**

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## ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

First of all, we would like to extend our deepest gratitude to our lecturer, Madam Nur Hazelen Binti Mat Rusok for believe and give us an opportunity to do this assignment because without her helpful contribution and guidance, we would not finish our assignment and had a perfect outcome. Besides that, we also had like to acknowledge the assistance that we received from our classmates who helps us sharing their idea, gives a helpful advice and etc. Other than that, thanks should also go to our parents and several people who provided us with an encouragement and patience during the progress of the assignment.

## **EXECUTIVE SUMMARY**

BEATRISA Enterprise is a form of business based on partnership which is consist of six members who hold important positions such as General Manager, Administration Manager, Marketing Manager, Operation Manager, Financial Manager and the last one is the Human Resources Manager. Our company produced and sells cosmetic product that made from natural and quality ingredients. Our company target for the customers is teenager and adult especially woman. We see the advantages of this when they share positive feedback about our product and they like it. So, people will see our product and come to us to try it.

BEATRISA Enterprise was located in Putrajaya Alamanda Presint 17, Selangor. We have three floors in our building and each floor have their own category like for the second floor; we make gift wrapping service area for the customers. The total of our building and land is RM 3,600,000. Our financial is going smoothly like our sale because we have Financial Manager who knows to manage the financial account wisely. Our sales increased day by day and from that, as a return we upgrade our store like we want and make sure our customers feel comfortable when they come to our store. We also use the money from our sale for buy new furniture and equipment for the business.

Marketing Manager of BEATRISA Enterprise also does their job wisely because without marketing team, our product will not be selling. Each marketing plan that had drafted, we try it on and we are glad that all our marketing plans going well like what we have planned by the team. Our marketing team very skilled full person and it is one of our advantages because our business can increase day by day.

Lastly, the layout of our company was designed by our Operation Manager. We make sure our layout is looking arranged for us easy to make a move and also our customers will feel comfortable. We choose the best quality of our furniture and equipment to make sure it is long lasting for our business. We are so lucky because having such knowledgeable, talented and skillful partners in our organizations, because without the team member, BEATRISA Enterprise will be not build and success until now.

## **1.0 INTRODUCTION**

### **1.1 BUSINESS DESCRIPTION**

The name of our business is BEATRISA Enterprise. Our company produces and sell natural cosmetic product. This company is a partnership business which has been established in 2019 in Putrajaya Alamanda Presint 17, Sepang. BEATRISA has six founders and will be launch in 2022. Our building has three floors. The ground floor will be our cosmetic store, for second floor it would be the place where customer can get the gift wrapping service and the top floor would be the office where everything regarding the business is being handled.

The reason why choose this type of business because we want to be a cosmetic store that people can easily come or reach at Putrajaya Alamanda Presint 17 area. Moreover, people who a beauty product needs can easily buy it here instead have to go to a mall that is further than their house. Other than that, we also want to gain the opportunity as a well-known cosmetic brand. This can be reached if people start to recognize our store and product. Moreover, we also want to grab the opportunity by opening another branch at other place. This is because we want to spread BEATRISA's wing much further and bigger in the cosmetic industry.