



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN REPORT**

FACE ELEGANT SDN BHD

FACULTY : ART AND DESIGN

PROGRAMME : AD116

SEMESTER : 4

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Executive Summary

This report is about how my groupmate and I created our own face mask business as a big company. Our company's name is Face Elegant and was registered on 21 January 2020. We started our business 30 days after the date of registration. There are a total of 5 employees working under this company that helped in succeeding this business. It is an online business that we run by ourselves using an online platform to promote and sell the product to the customers. There are a lot of methods we used to advertise the value of our product so that the customer will consider buying this product. Our company is more focused on designing an affordable and more appealing pattern of face masks. Our mission is to provide a comfy and eco-friendly face mask to customers. In addition, our face masks can prevent the spread of the disease while looking trendy and stylish. These face masks fit so well with both genders because we have a unisex design and are also different from face masks created by other companies because we have a unique design specialize only for women based on their request.

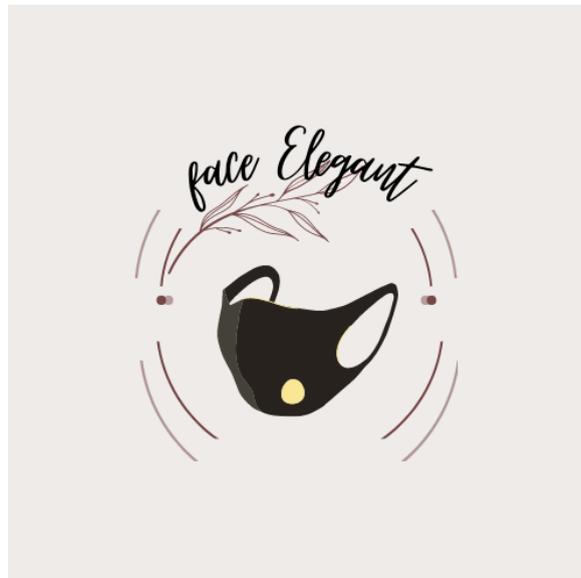
1.0) BUSINESS DESCRIPTIONS

- a) Name of the organization : Face Elegant
- b) Factors in selecting the proposed business : Have more skills in designing new ideas and have an experience as a business development representative

1.2 Organization Background

- a) Name of the Organization : Face Elegant
- b) Business Address : 4-17, Level 2, Glo Damansara, 699, Jalan Damansara, Taman Tun Dr Ismail, 60000 Kuala Lumpur
- c) Website/e-mail address : www.faceelegant.com.my
- d) Telephone Number : 03-6480987
- e) Form of Business : Partnership
- f) Main Activities : Create a new design for face mask
- g) Date of Commencement : 20.2.2020
- h) Date of Registration (30 days before Date of Commencement) : 21.1.2020
- i) Name of Bank : CIMB Bank
- j) Bank Account Number : 2024338924

1.2 Organization Logo/ Motto



3.0) PRODUCT/SERVICE DESCRIPTION

Illustration	Product/Service	Description
	Silk Unisex Face mask	The mask was made of silk fabric that suits both gender male and female
	Embroidered Face Mask	The mask was made of cotton fabric and machine embroidered design
	Beads face Mask	The mask was made of satin fabric with beads