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EL-CABELLO LAB

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The business plan report took plenty of time to have a proper plan and studies as we do not have a lot of experience in handling such a big company or business in real life but everything could be handle with a proper planning and some research based on some sources that we could find. Lastly, we would like to say our deepest thank to every each of us that has been put a lot of effort for completing the business plan report. Despite of other commitment that need to settled, we are really proud to every each of us to because we could manage our time wisely to finished the assignment. The business plan report assignment has taught us a lot of things where we could use it later on after we finished our study.

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EXECUTIVE SUMMARY

EL CABELLO LAB is a company where it is form of business based on partnership which consist of FIVE members which hold an important position such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. The business capital is amounted to RM 32 180 where contribution of each member is RM 6 436 .

The company provides a hair product for men and such as pomade . This product is used only by using natural product 100% from nature and chemical product which is allowed which is also a muslim friendly product. The business is located at Sungai Wang Plaza Mall , Jln Sultan Ismail, Bukit Bintang, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

We at EL CABELLO Pomade company focuses on producing the best hair product that we could in Malaysia. The idea came as we observe that there is a lot of people in our society that has hair problem. in order to settle that problem, we came up by this idea which to improve the old tale from our elders by using natural substances to help the local with their hair problem.

This company provided hair product which is suitable by the customer needs regardless their age or gender. Nowadays, people love to use product which as is easy to use and have multifunction. Differences normal hair product design compared to our company design makes this hair product look more interesting with it futuristic bottle design and suitable with all types of skins for those who keep changing for a lot of product then, our hair product is the best solution for your hair problems.

Even though this is the local product but it's quality is in international level product as we wanted the best for our customer. To make it more attractive, we decided to make some more innovation by implying our creativity and modern element in this pomade . We have done some research that Malaysia is one of the developed country which consist of the people with lower income level and higher income level. Thus, we recommended this hair product suitable and affordable with all type of income level as the prices of our product is reasonable for everyone to enjoy the best sensation for their hair.

1.0 Introduction

1.1 Name of the Business

EL CABELLO POMADE is the company's name. The cabello word itself is brought the meaning of head or hair and also could be head of hair Spanish. We agreed of using this name for our product as it sounds cool for youngster and describe a gentlemen vibes with it.

1.2 Nature of Business

EL CABELLO POMADE is a company that sells a variety type of pomade with different texture and fragrance in a variety of flavours. People will wanted their hair will always look goods and stiff even in a hot weather so they will look smart and beast 24/7 hour at workplace, during leisure time or in the street. We also aware that youngsters want to have a good presentation so hair style is important as it is a crown for a man. Apart from that, when compared to other items, the EL CABELLO POMADE products have a unique aura.

1.3 Industry Profile

The hair product is now expanding it's popularity has transformed its image from just ordinary pomade to men's need or must have product. This industry has an advantage over typical youngster because this product show that the power of social has resulted in less losses and closures. Despite some setbacks due to the pandemic, the hair product sector continued to expand even at home.