

UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

PIXIE LIGHT ENTERPRISE

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1.0 EXECUTIVE SUMMARY

1.1 Introduction

Nowadays, there are several of business exist in Malaysia especially in Sabah. Usually the entrepreneurs involved in the business of products or services. However, it depends to entrepreneurs to decide types of business they want to get seriously involve in order to ensure the business will operate smoothly. Each business may give profit or loss to the entrepreneur but it depends on the way that entrepreneur manage their business. Usually the main purpose of entrepreneurs open a business is to gain maximum profit.

Global warming is one of the major issues in mass media. Due to campaign of saving our earth throughout Malaysia that are implemented by government and NGO, we think this is a good opportunity to introduce our product called as soy wax candle. There are so many people become more cautious about their health as well as their environment. Our company (Pixie Light & Co) provides soy wax candle which is environmental friendly as well as economical compared to other ordinary candles. In Sabah this business is still new and there are no company involve in this business.

In our own opinion, this kind of business has a good opportunity to gain profit and contribute to the economic development of our country. Even though soy wax candle still new in Sabah, with our marketing strategy, and the advantages of this product, we believe the demand will be high in the future. In our business, we will put a priority on the quality of the product and services as well as the costumer's satisfaction.

Our target market in this business is for health cautious customer as well the spa around Kota Kinabalu. Nowadays, reflexology and spa having tremendous growth in some rural area such as Kota Kinabalu, as it gives the big impact in term of economical as well as tourist attraction. Furthermore, candles play an important role



when it comes to in decoration of the environment as well as specification type of therapy.

Candles come out with various types, shapes or colours. It is also can be made for the health purposes such as aroma therapy. Imported candles usually attract the eyes of retail shop or even the public people. But with the existence of Pixie Light perhaps could give the consumer variety of choices at the lower price and high in durability.

Our location of the business will be at KKIP, Kota Kinabalu, Sabah. The address is as follow:

LOT 32A-32, SMI PHASE 2,
JALAN 1F KKIP SELATAN,
88460, KOTA KINABALU,
SABAH, MALAYSIA.

The date of business commencement is on 1 January 2010. The factors in selecting the proposed business are because we are interested in providing candle product based on soy wax. For the future prospects of this business, we intend to expand our product throughout Malaysia in variety forms of shape.