



TABLE OF CONTENT

	TITLE	PAGE
1.0	ABOUT MARS MANUFACTURE ENTERPRISE	1
2.0	PURPOSE OF BUSINESS PLAN	2
3.0	BUSINESS / COMPANY BACKGROUND	3
4.0	OWNER / PARTNERS / SHAREHOLDER BACKGROUND	4
	4.1 Letter of Agreement	8
5.0	ADMINISTRATION PLAN	12
	5.0 Introduction	13
	5.1 Administrative Objectives	13
	5.2 Business Address	14
	5.3 Organization Mission	16
	5.4 Organization Vision	16
	5.5 Organization Structures	17
	5.6 List of Administrative Personnel	19



5.7	Working Hours	19
5.8	Schedule of Task and Responsibility	20
5.9	List of Equipment and Furniture	23
5.10	Working Intensive Scheme	25
5.11	Administration Budget	27
6.0	MARKETING PLAN	29
6.0	Introduction	30
6.1	Product Description	31
6.2	Target Market	32
6.3	Market Size	34
6.4	Market Analysis	35
6.5	Competitions	36
6.6	Market Share	39
6.7	Sales Forecast	44
6.8	Marketing Strategy	51
6.9	List of Marketing Personnel	56



	6.10 Schedule of Task and Responsibilities	56
	6.11 Schedule of Remuneration	57
	6.12 Marketing Budget	58
7.0	OPERATION PLAN	60
	7.0 Introduction	61
	7.1 The Transformation Process	62
	7.2 Productivity Index	63
	7.3 Capacity Planning	64
	7.4 Process Planning	65
	7.5 Material Requirement	67
	7.6 Layout Plan	71
	7.7 Location	73
	7.8 Operational Budget	74
8.0	FINANCIAL PLAN	76
	8.1 Introduction	77

1.0 ABOUT MARS MANUFACTURE ENTERPRISE

Beautifies hair from within, that's the slogan that carried by us in MARS Manufacture Enterprise. As the young green bud in the cosmetics and hair industry, we introduce to you the first and the latest line of hair care product of ours, which is the **NATURE-HERB Hair Oil**. This is not just an ordinary hair care product because the **NATURE-HERB Hair Oil** is designed naturally from Pegaga extract to preserve a healthy hair scalp and beautifies hair. This product is unique because it is 100% free from any chemicals and thus, it preserves hairs naturally and it will eventually decrease the potential of damage hair.

MARS Manufacture Enterprise will be located at the Jalan Tuaran, Menggatal. This location of the MARS Manufacture factory is not so far from the Kota Kinabalu city and it is so near to all of the supplies in the manufacturing of **NATURE-HERB Hair Oil**. This location is perfect for our manufacturing product process because Menggatal is known for its industrial site and it is easy for us to produce and distribute to our potential buyer.

We are definitely realizing that most of our competitors are well established in providing a hair care line to customers. Some of it is well-known internationally and some of it has so many years in experience. All of this fact is not going to be a threat to us because we offer a high quality and 100% natural hair oil from Pegaga extract to community. Furthermore, all of the crew of the MARS Manufacture Enterprise is widely experienced in producing free-chemicals product. We are sure that everyone has a different style and taste in their hair care product perseverance. We pride ourselves on being professional and efficient and hope that customer enjoy our manufactured goods.