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**ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP**

**GROUP ASSIGNMENT BUSINESS PLAN**



THALIA

*- Rise For Your Inner Beauty -*

**THALIA SKINCARE.CO ENTERPRISE**

**PROGRAMME CODE: AS1145A1**

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## 1.0 Executive Summary

Thaliaskin.co enterprise is a skincare company that offer variety choices of formulated skincare product at low and affordable price. Our skincare brand is suitable for all skin type and unisex which is suitable for both men and women. Customer satisfaction are our priorities. Our aimed is to help people who has skin problem that can't afford to buy good skincare, can have a great and meaningful skincare's journey with our product since our product are using high quality ingredient that specifically formulated and good for our skin such as hyaluronic acid and pure honey extract. Every ingredient that we put in the skincare has its own benefit to the skin. Just like our company slogan (Rise for your inner beauty), we believe that everyone has their own beauty, they just need the right time to express or show it. As a start-up company, we could not manage to open our own lab. So, we formulated our product from scratch to the final product with an Original Equipment Manufacturer (OEM). This can reduce many costs since basically an OEM company already have their own chemist and complete laboratory and manufacturer equipment to conduct the whole product making process, starting from research and development to find the best formula until the label and packaging process. But, once our company grow, we have plan to have our own lab and factory. Nowadays, many people suffered from skin problem like acne, freckles, and dull skin problem. It sometimes mainly because of the lifestyle conduct by the individual or because they had used mercury contained product which really had bad side effect towards them for long term used. People basically buy the mercury contained product because they are cheap and give instant result. So here we are, provide the best and affordable skincare to help those who in need. With the consistency, they will get beautiful skin and do not need to feel insecure about their face. Our company mainly established with the partnership of 5 of our managers which are general manager, operational manager, marketing manager, administration manager, financial manager, and research and development manager. All of us play significance role in this business and will grow this business together. Our company offer the 4 basic steps skincare routine which start with the cleanser, toner, moisturiser and serum. We also provide trial pack for those who want to do patch test on their skin but basically people who try our skincare for the first time sure going to come back and repeat it. Our product can be purchase at drugstore like Watson or Guardian. Our headquarters are mainly located at Seremban 2, Negeri Sembilan where we believed it was a strategic place since the rental rate are moderate and also it located in the city where there is high human population around 504,000. So far, our company manage to gain moderate profit and did not suffer any losses besides of a few damages' product reported and a few other technical problems. Our aimed or target market is people at all age stages and both men and women. Lastly, we hope that Thaliaskin.co

enterprise can be one of the largest skincare brands just like other big companies and can provide the best skincare from time to time.