



اَوْنِيُوْزِيسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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**ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP**

BUSSINES PLAN



NATURAL SCENTED CANDLES

IC1204A1

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LILIN scented candles provide high quality, fresh scents, natural base and the most important thing is made from Halal ingredients. This candles can give satisfaction to our customer which is in line with LILIN vision and mission. LILIN vision is “to soon become recognised as a top-tier producer of scented candles in the country”. While LILIN mission is “a passion for scents that makes every smell an unforgettable experience” while the slogan that have been set is “Light Your Passion”. This business is a partnership business which consists of four major position that hold important roles in the organization. Muhammad Amri Shafiq Bin Ahmad as Chief Executive Officer, Muhammad Nazirul Irsyad Bin Jamal as Chief Administrative Officer, Muhammad Aiman Bin Abd Rafar as Chief Operating Officer, Muhammad Nabil Al Hakim Bin Abdul Halim as Chief Marketing Officer and Azhan Mufied Bin Azahari as Chief Financial Officer. With all this important position, it will ensure LILIN scented candles will accomplish all of the goals and operate the company efficiently with careful planning for all potential outcomes and issues.

We are planning to aim ranging from teenagers to adults as our target customer. It is because in this era, most of them is always up-to-date and always find for classy places and vibes in line with what trending on that time. So we believe that most of them will love our products and our scented candles since we are aiming for those generation to be our main customer. We are highly confident these targeted customer will love to consume our products daily. We highly hope this scented candles to be bought by childrens and the elderly. Hence, we promise to take a really good care of our customer by providing them a guidance on how to utilise our scented candles from the moment the customer bought it until they are done.