



## **UNIVERSITI TEKNOLOGI MARA CAWANGAN KEDAH**

**COURSE AND COURSE CODE** : ENT 300 – FUNDAMENTAL OF ENTREPRENEURSHIP  
**GROUP** : KBA1115C

**GROUP MEMBERS** : MUHD LUQMAN BIN ABD. AZIZ (2017246732)  
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**LECTURER'S NAME** : SIR MOHD NAJMIE BIN OSMAN  
**DATE OF SUBMISSION** : 10 DECEMBER 2019 (WEEK 14)

# CHAPTER 1 INTRODUCTION

## 1.1 Introduction of The Business

Name of the business	: ICare Enterprise
Nature of business	: Beauty and Health Care
Industry profile	:Icare Enterprise is halal beauty and health care store that located in Sungai Petani, Kedah. The product line of our store is based on shariah compliance and the price ranges is in RM10 to RM100. We prioritize more on local products.
Business location	: No13, Jalan Perdana1, Pusat Perniagaan Perdana, Bandar Amanjaya, 08000 Sungai Petani, Kedah
Date of commencement	: 14.08.2019
Factors in selecting the proposed business	: a) Based on our survey, many people feel doubt about halal status of beauty and health care products.  b) Beauty should be the starting point of everything. “At every level of the human experience, we are looking for the beautiful, something that gives priority to our souls, not just our physical needs,” says Artist Theaster Gates.

Future prospects of the business

: a) Collaborate with more popular brands such as Simplysiti, Wardah, Dherbs, Almas Beauty and Health, AlhaAlfa, Flavettes Effervescent Glow and many more.

b) To commercialize it widely where we target to run new outlets around Malaysia and to penetrate other Islamic country's market such as Saudi Arabia, Iran, Uzbekistan, Pakistan and others.

## 1.2 Purpose of Business Plan

1. To allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner.

- Our business concept is to make our product well known in this country. The entrepreneur must know clearly what to do to run and grow its business. It is not only that the way an entrepreneur reacts to the venture that has been proposed that is matter. These things are important to ensure that the business is running properly without any wastage. Furthermore, by analysing the viability of the proposed venture, it will help the sales team to increase their productivity because of a clear mission that they have been exposed to.

2. To allocate business resources effectively

- A process of planning, managing and assigning resources in a form that helps our business to run smoothly. Our company, must know the scope. Before we can allocate the resources or manage them, we have to determine the scope of the project we are working on so that we can avoid the wastage of the resources. A good planning can make the resources are under control and allocate for the future expenses. It is important to ensure that the resources are effectively used according to the planning.

### 1.3 Business Background

Name of the business : ICare

Business address : No13, Jalan Perdana1, Pusat Perniagaan Perdana, Bandar Amanjaya, 08000 Sungai Petani, Kedah

Correspondence address : No13, Jalan Perdana1, Pusat Perniagaan Perdana, Bandar Amanjaya, 08000 Sungai Petani, Kedah

Website address : <http://www.icare.com.my>

E-mail address : [Icareenterprise@gmail.com](mailto:Icareenterprise@gmail.com)

Telephone number : 04-2415474

Fax number : -

Form of business : Partnership

Main activity : Selling Halal Beauty and Health Care products.

Date of commencement : 14.08.2019

Date of registration : 11.1.2019

Registration Number : In Progress

Name of Bank : -

Bank account number : -

## 1.4 Partners Background

### 1.4.1 General Manager



Name : Syahirul Asyraaf Bin Che Teh Merican

Identity Card Number : 990519-07-6315

Permanent Address : 19C-4-19 Desa Jelita, Jalan Kekabu 2, 11960 Bayan Lepas, Pulau Pinang

Correspondence Address : No13, Jalan Perdana1, Pusat Perniagaan Perdana, Bandar Amanjaya, 08000 Sungai Petani, Kedah

Email Address : syahirulasyraaf48@gmail.com

Telephone Number : 012-5901714

Date of Birth : 19.05.1999

Age : 20

Marital status : Single

Academic qualification : Diploma Business Studies (Expected Graduate in 2020)

Course attended : Unleash Your Potential by Caprice (17 November 2019)

Skills : Can work under pressure and Good leadership skill

Experience : Working experience 3 year as promoter (Syz Collection)

Capital contribution : RM 20 000