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CAWANGAN SARAWAK**

**FACULTY OF ADMINISTRATIVE SCIENCE AND POLICIES STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION**

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ETR 300)**



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<p>ORGANIZATION STRUCTURE</p>	<p>Ref : ETR 300 Date : 10th April 2007</p>
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<p>MARKETING MANAGER NOREHAN BT. SHAARI (012-5558333)</p>	<p>Sir,</p> <p>Ref: <u>Submission of Business Plan</u></p> <p>As a representative of our company, "AIMAN Beauty Cosmetic", I would like to submit our business plan for your evaluation and further action. We are very grateful for the generous amount of motivation and support not to mention guidance given which has indeed paved us the way and anchored us towards our aims and goal when preparing and finally completing this business plan on time and as scheduled.</p>



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EXECUTIVE SUMMARY

AIMAN Beauty Cosmetic is a partnership company. It was established by the combination idea from five members of the partnership which are; Mazura Haji Manan as a General Manager, Azlina Abd. Rahman as an Administrative Manager, Norehan Shaari as a Marketing Manager, Muhamad Afiq Sulaiman as an Operational Manager and Intan Nazella Mohd. Shah as a Financial Manager. Our business divided into three categories that are selling the cosmetic products, provide the service for facial treatment and make-up service. The product in our business is based on traditional and modern contemporary.

Our target customer would be any type of people except for children. Our businesses not only focus towards the woman but also to the man. Especially for residents of Kota Samarahan area which there is government officer, students, lecturers, and who need our business services. For those who are too busy to do the facial treatment by their own self and don't have the skill whether for facial treatment or make-up skill, they can come to our company to get all that with good serving and services. This will able to reduce their stress when there are have the conflict for get this service to attend any function.

Usually, students by the any institution like UiTM Sarawak need these services. They will need the make-up service during their faculty made the function such as dinner, pre graduation and so on. Our company will provide the special price for student and for those who be a membership. This will reduce their burden to spend more cost for that. This business also will test the customer skin first before give any treatment and make-up. This is to ensure the customer will avoid from any problem such as allergic, sensitive skin etc. So, our company will try for the best to provide good services to the customer.



1.0 INTRODUCTION

We are choosing this business with the cooperation by each partner. We need to sit together and discuss what the type of business we must do to get the best performance and able to implement it. So, by the discussion and meeting together we agreed to establish the "AIMAN Beauty Cosmetic" as the partnership company. This business is based on selling the products also provide the service for facial treatment and make up services.

Our business also agreed to choose the products based on traditional and modern process. This is because we want to provide the good service to the customer refer to their demand not only to traditional products but also to modern products. Our business has the principal that must be followed in the organization. That is "customer as the king and can make the choice to choose where the best is for them".

This Principle is more concern to the customers. They have the right to get the better in their health and beauty. So as the staff we need to provide the good service and products to them to make customer always satisfied with our business. Indirectly, if they are satisfied, they will be comfortable with our business and make AIMAN Beauty Cosmetic as their first choice. So this will bring more benefits and profit to our company.

There are five shareholders in this company. There is Mazura Binti Haji Manan as a General Manager, Azlina Binti Abd. Rahman, as Administrative Manager, Norehan Binti Shaari, Marketing Manager, Muhamad Afiq Sulaiman, Operational Manager and Intan Nazella Binti Mohd. Shah stands for Financial Manager. All the partnerships agreed to contribute about RM 35,400 each. We also apply for loan amounts RM 100,000 from Bank Islam. Thus, this make us has total contributions of RM 277,000. The business will commence on the 1st January 2008.