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ENT 300

Business Plan

CuddleCraft Co.

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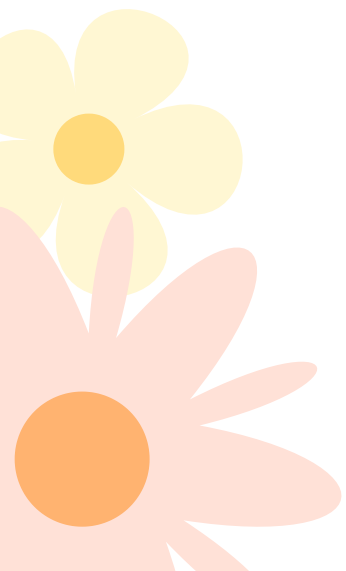
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CuddleCraft Co., located in Seksyen 13, Shah Alam, stands out for its unique approach to showcasing art through personalized and unique tuft pieces. Positioned strategically amid malls, ensuring high footfall with limited competitors. We cater to a diverse audience including locals, youngsters, tourists, and students. Our store sells various types of products which are based on the tufting process. Customers can choose the design, color, pattern, size, and product that they want to make without worrying about the price because our story provides the most competitive prices in the tufting market. Furthermore, CuddleCraft Co. gives special services to every customer who comes to our store and buys our product. The services include free pictures, customized orders for married couples, tufting for tote bags, and the ability to design one's own piece. CuddleCraft Co. used social media such as Instagram, Tik Tok, and Facebook for marketing, and collaboration with universities and schools to enhance our brand visibility. Not only that, we even offer free exhibitions, selling ready-made products and providing tufting machine tutorials to engage and educate our customers.

Our business is run by five main employees, who hold responsibility as general manager, administrative manager, marketing manager, operational manager, and financial manager. All of us have a responsibility to make sure the vision and mission of our business will be achieved. From what we observed, our store needs to keep updated with the market trend to make sure we are not left behind and it will attract customers to come to our store. This is also an initiative for us to gain more sales and open another branch of CuddleCraft Co. in another state. Our goal in the future is to export our business internationally through online platforms. Lastly, we are confident that our business will grow successfully as tufting products are one of the best-trending things nowadays and we will grab a great opportunity in making this business happened.





INTRODUCTION

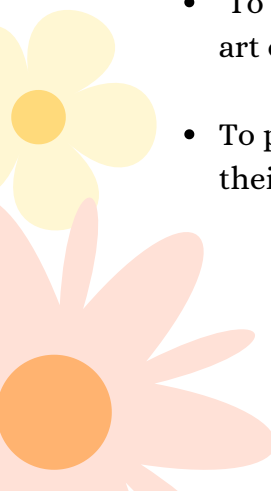


CuddleCraft Co. was founded in 2019 by a group of entrepreneurs with a shared passion for blending traditional craftsmanship with modern design. The founder, Asma Salsabila saw an opportunity to revive and modernize the art of tufting, bringing it into the 21st century. At first, it started on a smaller scale, only using a tufting gun, cotton canvas, latex adhesive, scissors, yarn or thread, and only 5 people working together. Not many people are into tufting or do not even realise the existence of tufting. Thus the demand is not high at the beginning of the business, especially in Malaysia people do not show as much interest in it as much as it does in other countries.

As the use of media and technology modernises and more and more people are into social media, we have taken a step forward to use social media as our platform for our business. After a few years, gradually people have finally taken notice of our business and tufting in general. Although the sales were not much, the exposure of our business has increased. Many people have finally shown interest in buying it. Trying to take advantage of this situation, we try to make many custom design requests via email or personal messages from social media and show on the social media platform how we are making it. If any people are interested in buying it then we will post it to them. Not only that, but we also opened up and organized workshops so that if people wanted to learn tufting they could come. We also collaborate with emerging designers and artists in the making of tufting. In the future, if the demand keeps on increasing we will try the opportunities to integrate technology into the tufting process and hire more people. Currently, we are not yet far into that but we are interested in investing a cutting-edge computerized tufting machines that allow for precise and intricate designs, pushing the boundaries of what could be achieved with traditional tufting methods.

PURPOSE

- To introduce the art of tufting to other people in Malaysia as well as appreciate the art of the making of tufting
- To prove that art by tufting can be a business that is loved by everyone regardless of their gender and age



BUSINESS VISION, MISSION & OBJECTIVES

VISION

To create a worldwide franchise network with customizable, sustainable, and innovative tufted designs that connect individuals across cultures.

MISSION

To lead the industry in sustainable practices, from eco-friendly material sourcing to energy-efficient production processes, with a commitment to minimizing our environmental impact.

OBJECTIVES

- To help artists and designers express their talent.
- To show the uniqueness of art through tufting.
- To tailor products based on customer-specific preferences, creating personalized and unique pieces.
- To be sustainable and use eco-friendly materials.