



اَوْنَبُوْ رَسِيْئِيْ تَيَكُوْلُوْ كِيْ مَمَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENTREPRENEURSHIP**

**ENT300**

**BUSINESS PLAN**

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## TABLE OF CONTENTS

EXECUTIVE SUMMARY .....	9
1.0 BUSINESS BACKGROUND .....	10
1.1 BUSINESS DESCRIPTION .....	10
1.2 BUSINESS PURPOSE .....	13
1.3 BUSINESS BACKGROUD .....	15
1.4 PARTNER'S BACKGROUND .....	16
2.0 ADMISNISTRATION PLAN .....	22
2.1 BUSINESS BACKGROUND .....	22
2.1.1 VISSION .....	22
2.1.2 MISSION .....	22
2.1.3 BUSINESS OBJECTIVE .....	22
2.1.4 BUSINESS LOGO AND DESCRIPTION .....	23
2.2 ORGANIZATIONAL CHART .....	24
2.3 ADMINISTRATION PERSONNEL .....	25
2.4 ADMINISTRATIVE PERSONNEL TASK AND RESPONSIBILITIES .....	26
2.5 ADMINISTRATIVE PERSONNEL REMUNERATION TABLE .....	28
2.6 LIST OF EQUIPMENT AND FITTINGS .....	29
2.7 ADMINISTRATION BUDGET .....	30
3.0 MARKETING PLAN .....	31
3.1 MARKETING OBJECTIVE .....	31
63.2 PRODUCT DESCRIPTION .....	31
3.3 TARGET MARKET .....	32
3.4 MARKET SIZE .....	32
3.5 COMPETITION .....	35
3.6 COMPETITORS .....	36
3.7 MARKET SHARE .....	37
3.8 SALES FORECAST .....	38
3.9 MARKETING STRATEGIES .....	40
3.10 MARKETING PERSONNEL TASK AND RESPONSIBILITIES .....	45
3.11 MARKETING PERSONNEL RENUMERATION TABLE .....	46
3.12 MARKETING BUDGET .....	47
4.0 OPERATIONAL PLAN .....	49
4.1 PROCESS PLANNING .....	50

## EXECUTIVE SUMMARY

Clyra Evera is a partnership firm with its premise at Unit B-G-12, Tamarind Square, Persiaran Multimedia, Cyberjaya, 63000 Selangor, Malaysia, while its correspondence address is at P.O. Box 4567, 63007 Cyberjaya, Selangor, Malaysia. Manufacturing and selling quality lifestyle products that are eco-friendly, such as customized tote bags, among others, is an important way of meeting the demand for a stylish and sustainable living.

It will combine "quality craftsmanship, innovative design, and environmentally friendly practices to ensure both functional and stylish products" for delivery. Objectives that would guide Clyra Evera include production of quality products, creating sustainable businesses, meeting the needs of diverse consumers, and building a brand that is trustable in the eco-friendly market.

The key products and services sold by Clyra Evera are customized tote bags, among other lifestyle products, made to the liking of a person. Target customers are young working professionals, corporate clients, and students who give considerable importance to sustainability and customization while making purchases.

It is forecasted that the company will grow steadily: sales are expected to reach RM 150,000 in the first year, RM 250,000 in the second year, and RM 400,000 in the third year, while projected profits are RM 50,000, RM 80,000, and RM 150,000, respectively.

The business plan is supposed to give the strategic direction to Clyra Evera, direct decision-making processes, and help attract potential investors or partners. Well-positioned to succeed within the eco-friendly product marketplace with a focused lens on sustainability, innovation, and market leadership, Clyra Evera will be in a position to achieve all its financial and environmental goals.

## **1.0 BUSINESS BACKGROUND**

### **1.1 BUSINESS DESCRIPTION**

#### **General Information**

Clyra Evera is a Partnership Company, manufacturing and retail, incorporated in Malaysia, with principal place of business at Unit B-G-12, Tamarind Square, Persiaran Multimedia, Cyberjaya, 63000 Selangor, Malaysia. Correspondence to be sent at P.O. Box 4567, 63007 Cyberjaya, Selangor, Malaysia. The company's email address is clyraevera@yahoo.com, and the phone number is +60 3-4567 8901. Business hours are from Monday to Thursday, 9:00 AM to 6:00 PM, and Saturday to Sunday, 9:00 AM to 5:00 PM; closed on Fridays.

Clyra Evera was officially registered on 15 January 2023 under Registration Number 2023123456 (SSM) and started its operations on 1 March 2024. Banking services are provided by Maybank Berhad.

#### **Factors Influencing Choice of Business**

Clyra Evera was thus created with an aim to fulfill the market demand for such sustainable and personalized products innovatively and in an environmentally friendly manner. The driving forces underlying this business decision are identified as follows:

- Consumer Trends: Offering customization options, such as personalized designs or monogrammed tote bags, can attract and retain a loyal customer base
- Location - Cyberjaya is located near all major urban centers, ensuring ease of operation and distribution. Besides that, Cyberjaya has become a powerhouse in terms of technological infrastructure
- Sustainability - a commitment to the manufacture and offering of environmentally friendly products serves the current global trend of consumer preference

## **Purpose of Preparing the Business Plan**

The goal of creating a business plan for the tote bag business is to provide a clear roadmap for establishing and growing the firm while assuring its long-term success. It acts as a strategic roadmap for defining the company's vision, target audience, and distinctive value propositions, such as eco-friendly and customizable items. The plan assists in identifying market opportunities, analyzing competitors, and developing concrete plans for marketing, operations, product development, and financial management. It also offers a complete framework for securing investor finance, forming alliances, and aligning all stakeholders with the company's purpose of providing high-quality, sustainable tote bags that fulfil a wide range of client needs.

## **Industrial Profile**

Manufacturing and retail, licensed to manufacture and sell anything from tote bags to an array of lifestyle products designed by Clyra Evera.

Core: Quality craftsmanship using sustainable products in a way that gives a stylish and functional product.

Innovation and Design: Applying modern design techniques with traditional artisan techniques to create one-of-a-kind products that will stand above the competition.

Sustainability: Emphasizing eco-friendly practices in material sourcing and production to minimize environmental impact.

## **Market Outlook**