



**FACULTY OF APPLIED SCIENCES**  
**ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP**  
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**BUSINESS PLAN REPORT**



DualDream™ Queen Loft

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## 1.0 EXECUTIVE SUMMARY

DualDream™ Queen Loft flagship product is a queen-sized bed that can easily be transformed into a bunk bed. It is targeted at modern living and solves the problem of small space and areas while ensuring quality and durability in its design at an affordable level.

The design philosophy behind DualDream™ Queen Loft aimed at functionality optimization within a small given space, both factors contributing to increasingly prominent urban living concerns. Our company leadership felt that this was, and continues to be, one area that most requires adjustable furniture. Thus, we created something different that amazingly where comfort meets design with functionality into space-saving for small spaces such as apartments or shared rooms within a family household meant for children, overnight guests and many more.

The target market are families with three or more people, women who are an important decision-maker and adults aged between 30 to 45 years. Our product would also appeal to middle-class to upper-class households who are looking for creative and space-saving solutions that combine style and practicality for an expanding family home with constrained living areas.

This company was incorporated in the year 2024 and is headquartered in Ayer Keroh, Melaka. It guarantees high-quality, reasonably priced furniture for modern living. DualDream™ Queen Loft costs only RM 3,500, thus enabling the company to cater to a wider category of clientele.

Strategic highlights may include the use of digital and traditional marketing media for brand visibility, direct distribution to ensure quality and effective delivery, and financial growth in sales on a yearly basis, projected at RM 620,760 in Year 1, RM 651,798 in Year 2 with 5% increase and RM 697,424 in Year 3 with 7% increase. DualDream™ Queen Loft plans to accelerate this growth and establish itself as a global leader in multi-functional furniture through smart alliances, niche marketing, and effective distribution.

## **2.2 Reason for Starting the Business**

DualDream™ Queen Loft was founded because of the realization that there was a sizable market need for adaptable and compact furniture. With increasing urbanization and a rise in the number of people living in compact living spaces, comfort and functionality become the major challenges to families and individuals alike in finding the right furniture.

The big beds and other furniture conventionally take up too much space in these cramped apartments and homes where most people live. DualDream™ Queen Loft resolves and address this issue by offering of a queen-sized bed that can quickly be transformed into a bunk bed which provide the users with flexibility upon application to maximize space.

This creative design is applicable in all living environments. This is ideal for individuals staying in small apartment settings, homestays, or guesthouses where one has to be very frugal with the available space.

DualDream™ Queen Loft can also be perfect for families who often receive guests because it offers an added sleeping option without the need for extra beds. This bed is also a practical investment for families with children since it gives a cheaper option than buying several beds aside from the existing ones.

The aim of this company is to provide a stylish and functional furniture product that would serve the demands of contemporary life besides proposing a space-saving solution. In offering a long-lasting and adjustable product, DualDream™ Queen Loft seeks to enhance the quality of people's lives.

## **2.3 Purpose for Preparing Business Plan**

Business plans are employed to guide the management of an organization by outlining objectives, implementing them, and specifying the timing. This plan will provide a comprehensive understanding of the business, its purpose, and potential success factors. The business plan will act as a crucial reference for the business that a company is planning to establish in the future.

### **a. Maintaining Business Focus**

A full business plan contains all the details about a product, including estimated manpower and financial projections, and future. The Small Business Administration suggests a company revisit the business plan to seek the opportunity to expand said business. Changes made to the business need to be integrated into the overall framework. By adding changes to the business plan, the company will be able to visualize how this affects the overall organization.

### **b. Securing Outside Financing**

Raising funds for a business company will be an ongoing battle upon starting and continuing to build. The initial questions about financing include how to fund the startup costs of a business, growth, and new product launches. Business plans are essential for seeking outside finding. It will be the first thing that banks, financial institutions and private investors look out for every financial projection and potential business. It has to be really convincing and solid in order to attain their interest in the first place.

### **c. Fueling Ambitions and Mapping Growth**

It is not easy to start one's own business, especially with no prior experience in the same field. Nevertheless, writing a business plan may be an influential force because the ideas are presented in a structured format.

A good business plan offers the route to prosperity in an organization and allows being sure even facing some complications. This is such a roadmap which presents the steps that must be taken to achieve objectives so that the entire trip becomes less cumbersome and focused.