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BUSINESS PLAN NAME: **Lumière Parfum**

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EXECUTIVE SUMMARY

Lumière Parfum is a luxury fragrance brand designed to cater to the sophisticated tastes of the affluent middle to upper-class customer demographic. Our business focuses on producing exclusive, high-end perfumes that exude elegance, class, and prestige. Every product is meticulously crafted using the finest ingredients, ensuring each scent leaves a lasting impression and becomes a statement of individuality.

The business will be strategically located in Jalan Perak, Kuala Lumpur, an upscale area synonymous with luxury and exclusivity. This prime location positions Lumière Parfum perfectly to attract our target audience, who seek premium products that reflect their elite lifestyles. Operations are set to commence in January 2025, marking the beginning of our journey to redefine luxury fragrances in Malaysia and beyond.

Looking to the future, Lumière Parfum envisions expanding its brand presence globally by establishing flagship stores in the Middle East region. We plan to collaborate with internationally acclaimed designers to create exclusive scent collections and introduce bespoke services where customers can personalize their fragrances. Additionally, we aim to innovate within the luxury space by integrating sustainable practices, such as eco-friendly packaging and organic formulations, catering to the growing demand for environmentally conscious products.

1.0 INTRODUCTION

1.1. Name of the Business

The name of our business is Lumière Parfum. Inspired by the French word *Lumière*, meaning "light," the name symbolizes sophistication, elegance, and prestige. It reflects our vision to illuminate the individuality and confidence of our customers through the power of luxurious fragrances.

1.2. Nature of Business

Lumière Parfum is a luxury fragrance brand dedicated to producing exclusive, high-end perfumes. Each product is meticulously crafted with premium ingredients, ensuring a unique and memorable scent experience. Our fragrances are designed to cater to the discerning tastes of affluent middle to upper-class customers, offering an unparalleled combination of elegance and individuality.

1.3. Industry Profile

Operating in the beauty and personal care industry, Lumière Parfum focuses on delivering premium fragrance solutions. Established in 2025, our brand aims to carve a niche in the luxury segment by offering signature scents and bespoke services. By prioritizing quality, exclusivity, and innovation, Lumière Parfum seeks to elevate the standards of the fragrance market in Malaysia and beyond.

1.4. Location of the Business

Our retail store is in Jalan Perak, Kuala Lumpur, a premier destination known for its luxury retail outlets and vibrant atmosphere. This strategic location positions Lumière Parfum to attract potential customers, who frequent this area for high-end shopping and leisure. The store's elegant design and prime location provide an immersive experience, aligning with our brand ethos.

1.5. Date of Business Commencement

Lumière Parfum commenced operations in January 2025. The date was chosen after careful planning and preparation, including securing capital, designing the store, and sourcing raw