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BUSINESS PLAN GROUP REPORT

MICROGLOW

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1.0 Executive Summary

This business plan document was prepared to outline the visions, strategies and administrative framework of MicroGlow, a partnership-based cosmetic business company. The business plan also shows the business' marketing strategies, operation plans and the financial projections for the next three years. The company specializes in producing innovative microbial skincare products like MicroSolé which is a microbial hybrid sunscreen spray. The company is headquartered in Jalan Dungun, Bukit Damansara, Kuala Lumpur. The business is primarily conducted via online as its' product is exclusively sold online through TikTok Shop to reach a wide range of consumers.

MicroGlow is a partnership company, consisting of five business partners with academic qualifications and experience in various fields like business, microbiology and biotechnology. The company aims to revolutionize sun protection by developing a sustainable and creative sun care product that offers superior UV protection. The primary product offered by MicroGlow is named MicroSolé Microbial Hybrid Sunscreen spray that offers a unique sunscreen formula which integrates microorganisms with sun protection, thus shielding the skin from UV rays with appealing advantages like sweat-proof characteristic, non-greasy texture and even environmentally friendly.

The product is primarily marketed towards Malaysians who are often exposed to harsh UV rays, and individuals with eco-conscience that opt for sustainable cosmetic products. Besides, adventurous individuals or busy professionals are also MicroGlow's customer segments due to the hassle-free application method of its' sunscreen spray product. With various marketing strategies, MicroGlow is determined to achieve success with the launch of its' brand-new product.

In addition, the financial projections of MicroGlow are also clearly showcased in the business plan, that outlines the budgets, the revenues and the expenditures over the next three years. The information included in this business plan is essential to drive the company towards success, as the business plan can help secure funding by attracting potential investors. Besides, this business plan was also created to serve as a guideline for making decisions or actions that align with the company's objectives and goals.

2.0 Business Background

2.1 Business Description

MicroGlow is a biotechnology-driven cosmetic partnership business which aims to revolutionize the cosmetic industry by integrating microorganisms with beauty and skincare. Founded in 2025 by a group of passionate young entrepreneurs with prior microbiology knowledge, our company specializes in research, production and distribution of innovative microbial skincare products. The primary focus at MicroGlow is the development and production of **MicroSolé**, which is an innovative microbe-based hybrid sunscreen spray using cutting-edge biotechnology. This new-age product offers broad-spectrum UV coverage while promoting a balanced and healthy natural skin microbiome, making it a multifunctional product essential for both skincare and sun protection.

The growing market size for sun care products and the rising demand for sun protection products in Malaysia gave our company the courage to tap into this lucrative sector. Amidst the cutthroat competition, we have found a way to stand out by tapping into a niche market, like the microbial sunscreen market. Through developing a niche sunscreen product with the unique incorporation of probiotics strain extracts and a convenient, mess-free spray format, there is a bright potential to position ourselves as a pioneer in the microbial sunscreen category and thrive in the sun protection industry.

Since our headquarters is situated in the bustling and vibrant city of Kuala Lumpur, this strategic location opens numerous opportunities for MicroGlow to grow and expand as a company. As the capital of Malaysia, Kuala Lumpur serves as an attractive business hub for an innovative and biotechnology-driven company like ours due to the city's connectivity to domestic and international markets along with easy access to premium research facilities and resources.

Our products are exclusively available for sale on online platforms such as TikTok Shop, enabling us to reach a wide range of consumer bases by utilizing social media. The success of our company with this approach will allow us to achieve our ambitious growth prospects, like opening our first flagship store. Additionally, we plan to expand our skincare line, enter the global market and solidify MicroGlow as the leading brand of the modern skincare industry.