



اُونِيُوَرَسِيْتِي تِيكْنُولُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT300)**

**DIPLOMA IN MICROBIOLOGY  
(AS114)**

**Title:**

Petal & Paper. Co

**Prepared For:**

Dr. Sazlin Suhalmie Binti Mohd Shariff

Name	Matrix No.
NUR AINUL SHAFIYAH BINTI AB SAMAD	2022647206
KHUZAIMAH BINTI TUKIRAN	2022625446
NURFARAH ALYAA BINTI MOHD TAUFIK	2022680286
BATRISYIA AKHTAR BINTI AZMAN	2022473264
SYAZWANA BINTI MD. ASRI	2022612962

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## **1.0 EXECUTIVE SUMMARY**

Petal & Paper. Co is an eco-conscious company based in Tebrau, Johor, Malaysia. Our business is dedicated to providing innovative paper soap solutions designed to enhance personal hygiene routines while promoting sustainability. Petal & Paper Co. aims to transform daily hygiene practices by offering versatile, sustainable, and nourishing 2-in-1 soap solutions. These match with our objectives which are developing high-quality organic paper soap that doubles as hand and body wash, expanding accessibility by offering portable hygiene products for modern, on-the-go lifestyles, upholding product quality and safety to meet the highest standards, advocating for hygiene awareness and the importance of sustainable personal care.

Our main product is organic, eco-friendly paper soap suitable for all skin types, with a special focus on sensitive skin. It is biodegradable, lightweight, and portable, making it a perfect companion for travel, work, and daily routines. Furthermore, we primarily target environmentally conscious individuals, frequent travelers, and people with sensitive skin. Our audience includes young professionals, students, and families who value sustainable and convenient hygiene solutions. In the first year, we project RM 2,251,485.00 in revenue, driven by direct-to-consumer sales via e-commerce platforms and local retailers. Our scalable production process and marketing strategies are expected to generate steady growth, with a 10 –30% increase in sales annually as brand awareness grows.

This business plan serves as a roadmap to establish Petal & Paper Co. as a leading provider of sustainable hygiene products in Malaysia and beyond. It outlines our strategic approach to product development, marketing, and financial growth, while also supporting funding applications and partnership opportunities.

Additionally, the idea of paper soap align with current market trends, as consumers are becoming more health-conscious, eco-aware, and in search of portable, practical hygiene products. Petal & Paper.Co is our response to this evolving demand, inspired by a vision of making hygiene effortless and accessible for everyone.

Our business addresses several problems and fulfils important needs:

1. **Portable Hygiene:** Traditional soaps and body washes are often bulky and inconvenient to carry, making it difficult to maintain hygiene on the go. Our paper soap provides a lightweight, portable solution that fits easily into any bag or pocket.
2. **Skin Sensitivity:** many conventional soaps contain harsh chemicals that can irritate sensitive skin. Our organic paper is designed to be gentle, effective, and free from harmful additives, catering especially to individuals with delicate skin.
3. **Versatility:** The dual-purpose nature of our soap, functioning as both hand washing and body washing, provides customers with a simple, all-in-one solution for personal hygiene.
4. **Hygiene Awareness:** The importance of personal hygiene has never been more apparent, but many people lack access to portable hygiene solutions. Our business not only provides products but also raises awareness about the significance of maintaining the cleanliness in everyday life, especially when outside the home

## **2.2 Purpose for Preparing the Business Plan**

The primary purpose of this business plan is to provide comprehensive framework for the establishment, development, and growth of Petal & Paper . Co. IT serves as a roadmap to guide business operations, align with clear objectives, and communicate our vision and strategies effectively to stakeholders. The key purposes of preparing this business plan as follows: