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ENT 300 BUSINESS PLAN



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Preliminary Material

1.0 Executive Summary.....	3
2.0 Business Background.....	5
3.0 Partner’s Background.....	6
4.0 Administration Plan.....	12
5.0 Marketing Plan.....	14
6.0 Operational Plan.....	15
7.0 Financial Plan.....	21
8.0 Conclusion.....	22
9.0 Appendices.....	23
9.1 Business description.....	24
9.2 Purpose business.....	25
9.3 Company background.....	26
9.4 Product/service description.....	27

1.0 Executive Summary

Petrichor Sdn. Bhd., based in Malaysia, is a pioneering health beverage company dedicated to manufacturing low-cost, high-quality antioxidant cordials. The company was formed to meet the growing need for pure, organic, and environmentally friendly wellness products. Our objective is to serve a varied population, particularly the elderly, by offering health-focused solutions that are both effective and sustainable. We want to build a brand that is associated with quality, affordability, and environmental responsibility by incorporating new techniques into product design and manufacture. Our flagship product, the honey lemon dust, embodies these principles by providing a convenient and health-conscious beverage option.

Petrichor's core product line is its antioxidant cordials, led by the honey lemon dust. These beverages are made with natural ingredients like honey, lemon, and ginger, which are known for their health advantages such as fighting oxidative stress, increasing immunity, and supporting general well-being. The cordials are packaged in robust and portable containers and are specifically designed to address frequent difficulties such as fragility and pest attraction. They cater to modern consumers who prioritise convenience, health benefits, and environmentally friendly products. Furthermore, the low-sugar, diabetic-friendly composition makes the honey lemon dust and our other beverages accessible to a wide range of health-conscious people.

Our primary target market is Malaysia's fast-growing elderly population, which is increasingly seeking natural and cost-effective health solutions to supplement rising healthcare expenditures. Secondary markets include health-conscious young folks and others who value sustainable and organic items in their everyday lives. By catering to various segments, Petrichor Herbs establishes itself as a versatile brand capable of fulfilling the diverse desires of modern consumers. The honey lemon dust is particularly well-suited to these groups, offering a unique combination of health benefits and practicality.

Petrichor Sdn. Bhd. plans to increase income significantly through effective marketing, competitive pricing, and operational efficiency. We hope to get a major share of the health beverage sector through market analysis, focused advertising campaigns, and relationships with local suppliers and distributors. The company intends to become profitable within the first three years by optimising production costs and expanding into major areas. The attainment of HALAL certification will enhance our brand's attractiveness, allowing us to access a larger customer base in both domestic and foreign markets.

The goal of this business plan is to give a comprehensive strategy for Petrichor's start-up, expansion, and long-term viability. It outlines our market penetration, product development, and operational excellence strategies, as well as financial predictions and milestones. Petrichor Sdn. Bhd. is positioned to become a leader in the health beverage sector by harnessing new methods, developing strong customer relationships, and remaining committed to sustainability. Our mission is to provide a high-quality cordial along with a rich amount of healthy vitamins in it while keeping it as fresh as it was made in Maldives Island. The honey lemon dust stands as the cornerstone of this mission, delivering a product that aligns with our values of health, innovation, and environmental stewardship.

2.0 Business Background

Petrichor Herbs Sdn. Bhd. is a Malaysian firm that manufactures and markets health-conscious beverages, its main product being the honey lemon dust. Our company is strategically placed in Malaysia to serve a rising market that values organic and sustainable health products. Petrichor Herbs, which operates as a private limited company (Sdn. Bhd.), is organised to provide a professional and efficient operation, with the ability to extend its services in future.

Petrichor Herbs was founded on a common vision of providing a healthier, more sustainable alternative to mainstream beverages. In a market dominated by sugary drinks and synthetic substances, we found an unmet demand for a product that combines convenience, health advantages, and cost. The honey lemon dust was created to solve several major issues, including rising healthcare costs, a shortage of conveniently accessible natural wellness solutions, and a growing need for diabetic-friendly, low-sugar beverages. Our product offers a natural, antioxidant-rich solution to improve health and well-being, especially for the elderly and health-conscious people.

The major goal of creating this business plan is to give a clear framework for the establishment and operation of Petrichor Herbs Sdn. Bhd. This document has several purposes: to secure finance from possible investors and financial institutions, to define realistic and achievable corporate goals, and to guide day-to-day operations and decision-making processes. This strategy outlines our strategies for market penetration, product development, and operational efficiency, providing a complete roadmap to long-term success. Furthermore, it emphasises our dedication to sustainability and customer satisfaction, making Petrichor Herbs an appealing proposition for both stakeholders and partners.

Petrichor Herbs Sdn. Bhd. is well-positioned to make a significant impact in the health and wellness market, thanks to its innovative approach to health beverages and a clear focus on meeting customer needs. The honey lemon dust demonstrates our commitment to providing effective, sustainable, and accessible solutions for better living.