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**FACULTY OF APPLIED SCIENCE  
DIPLOMA IN MICROBIOLOGY**

**BUSINESS PLAN ASSIGNMENT: PlantACase**



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## 1. EXECUTIVE SUMMARY

PlantACase is an innovative phone case company that revolutionises phone cases by combining two features in one, which is a sturdy phone case and also the ability to grow plants from it yourself. In this world where plastic waste is abundant, we offer biodegradable phone cases with seeds embedded in it, meaning that users can plant their phone cases in soil once they feel like it has served its purpose. Through our phone cases, users can grow either spinach or marigold flowers. By providing an alternative to traditional phone cases that mainly use plastics in their production, PlantACase can reduce the amount of plastic waste that takes thousands of years to degrade in the landfills. Our product can also minimize clutter in homes with a product that you can repurpose easily. The target market for our products are eco-conscious people who aim for sustainable living, with physical stores aiming for people who reside in Selangor and also online buyers at an age range of 18-40 years old. Our production factory is located in Autoville Industrial Park, Cyberjaya. Our production facility ensures the highest standards of quality while maintaining environmental sustainability. From sourcing biodegradable materials to embedding seeds, our processes are designed to minimize waste and maximize impact. The financial foundation to our company includes capital cash inflow to start the business at the first stage which is **RM 300**; the loan is **RM 165,226**; and the highest purchase is **RM 87,236**. Besides that, the sales forecast for year 1 is **RM 2,006,400**; for year 2, it is **RM 2,106,720 with an increase of 5% from the year before**; and for the third year, it is **RM 2,307,360 with an increase of 15% from the first year**. Our company believes in living sustainably and making the right purchases for our earth and especially, for ourselves.

## **4. ADMINISTRATION PLAN**

### **4.1 About Us**

#### **4.1.1 Vision**

To revolutionize the phone case industry with innovative, biodegradable products that nurture both technology and the environment, empowering individuals to reduce waste and grow a greener future with every purchase.

#### **4.1.2 Mission**

To create eco-friendly, biodegradable phone cases embedded with seeds, providing a sustainable alternative to plastic waste. By combining functionality with environmental awareness, we aim to inspire conscious consumerism and contribute to a greener planet, one phone case at a time.

#### **4.1.3 Objectives and Goals**

##### **OBJECTIVE**

1. Develop sustainable products by designing and developing 100% biodegradable phone cases.

These biodegradable phone cases can break down in soil, water and compost without leaving harmful residues.

2. Promote smart consumerism in society to be more eco-conscious towards the impact of their purchases.

Encouraging consumers to only make thoughtful purchasing decisions that consider the environmental and economic impacts of the products.

3. Raise environmental awareness and promote interest in gardening.

Promotes how easy gardening is just by planting the phone cases in soil and watering them, emphasizing the benefits that small, individual choices can impact the environment.

##### **GOALS**

1. To be the leading eco-friendly phone case company within 10 years.

We dream to be the leading eco-friendly phone accessories company in the industry, through strong marketing and brand identity to become a brand that resonates with environmentally conscious consumers.

2. Contribute to the significant reduction in plastic phone case waste by providing biodegradable options.

We aim to reduce the carbon footprint that the plastic phone case companies emit

3. Building a community of customers that adopt green living by planting our seed-embedded phone cases and growing plants for their own consumption.

We aim to create a loyal customer base through offering rewards to eco-friendly customers that have used our phone cases and shared them through social media, establishing a sense of shared mission amongst customers.

#### 4.1.4 Business Logo and Description



*Figure 4.2 : PlantACase Logo*

The elements in our logo include a smartphone, plants and small flowers. The smartphone has a recycling symbol on it, indicating that our product is eco-friendly and sustainable, perfect for eco-conscious users. Then, the plant and flowers represent the growth of the seeds embedded in our phone cases, that targets customers who enjoy gardening and growing plants, or even first timers new to the world of gardening. Then, the words 'PlantACase' are written underneath the graphics, showcasing our company name. The key colors throughout our logo are green, representing nature and green-living, to promote a sense that we are a company producing eco-friendly products and care that our products do not leave a harmful carbon footprint and plastic waste that takes hundreds of years to degrade