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**FACULTY OF APPLIED SCIENCE  
DIPLOMA IN MICROBIOLOGY**

**ENT300- FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN – SOOTHE & GLOW  
REPORT**

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## **B. EXECUTIVE SUMMARY**

Soothe & Glow is a production and services company that concerns with skin inflammation treatments particularly eczema by focused on producing our main product which is the “Eczema & Itch Relief Cream” that are formulated specially by our specialist and made of high-quality botanical elements. In addition, Soothe & Glow also promise in providing undoubtedly excellent services such as skin consultation and treatments to our target market which comprise of those who are suffer with skin inflammations especially eczema conditions. Along with our objectives in ensuring our products are produce according to the quality parameters that aligned with standards provided by our experts, get a product with valid certification from Ministry of Health to gain customers’ trust, ensuring consistent growth of 15% annual sales each year and provide excellent products and services in order to give efficacious treatments with enduring recovery. As for now, Soothe & Glow is located in bustling metropolis which is in Kuala Lumpur since it is a strategic place which make us easily reach our target customer.

Soothe & Glow is planning to further expand our business not only in Kuala Lumpur, by opening new branches in other states in Malaysia, so that our target market in each state can easily be reached. In the meantime, we also planning to export our products to the nearby Asian countries such as Singapore, Brunei, Thailand, and Indonesia. Therefore, in order to realize this plan, we prepare this business plan report to increase our funds. This business plan is also reported to ensure our potential investors can evaluate our quality and dedicated capabilities precisely to develop this business in the future as well as helping those suffering with skin inflammation.

## C. INTRODUCTION

The Soothe and Glow company was established by the founder, Nur Jauharatul Dina and with the help of her colleagues in the year of 2022. Before this company was founded, Dina has been diagnosed with eczema since she was a child where rashes would appear on her skin due to some factors such as temperature and moisture of the environment. She was always on several types of medication to lessen the effect of eczema since it has become her insecurity while growing up. After she completed her degree in Dermatology, she decided to make her own eczema cream. She had enough used a lot of medication, so she came up with only one cream product that is easier to consume.

Although the early plan was initiated by Dina, she could never make it work without the aid from her colleagues that were once her classmates too, Farah Amirah, Nor Hamyzatie Azura, Nur Aleeya Farhana and Nur Farzanah. They also possess knowledges related to skin problems and treatments. After they discussed and did research about problems related to people experiencing eczema, the business was about to begin. The Soothe and Glow finally came to existence on 7 September 2022 with Nur Jauharatul Dina who was chosen as a general manager.

Sooth and Glow is a company that focuses on skin treatment and consultation that involve a specific skin condition which is known as eczema. Our main building is located in Kuala Lumpur, and we do not have any branches for now. This company is aided by six business partners, two experienced chemists and three manufacturers. This eczema cream is good news for those who have eczema since it is uncommon to find a suitable cream for sensitive skin.

Soothe and Glow eczema cream not only will calm down the eczema, it also will repair the skin back to normal. Unlike other brands in the market, their creams usually calm down the eczema and did not do nothing to the skin. Patient will have flaky skin which then cause insecurity to the eczema patient. We from Soothe and Glow take this opportunity to make a cream that will help all the eczema patients to gain their normal skin and confidence.

## **F. ADMINISTRATIVE PLAN**

### **I. BUSINESS MISSION, VISION & OBJECTIVES**

#### **MISSION**

1. Provide the most reliable and effective solution for eczema survivors.
2. Produce high quality certified products free from harmful chemicals.

#### **VISION**

“Being a global leader in the making of free-eczema planet with effective solutions, alleviating the persistent distress and itchiness they have grappled with, and rejuvenating the joy and radiance they once lost”.

#### **OBJECTIVES**

1. Guaranteeing every product produced according to the quality parameters and made of the formulated ingredients standards meticulously crafted by our expert.
2. Guaranteeing products produced get a valid certification from Ministry of Health.
3. Ensuring a consistent annual sales growth of 15%, driving sustained success and expansion by distributing our products both nationwide and exporting them internationally.
4. Securing customer trust by providing efficacious treatments and enduring recovery.