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BUSINESS PLAN REPORT : SOYNERGY & CO.

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1.0 EXECUTIVE SUMMARY

Soynergy & Co. is a partnership business that produces soy-based products for healthy snacking. This company was established on 15 August 2022 and started operating on 02 August 2023. It was located at Kawasan Perindustrian Bukit Raja Selatan, Seksyen 7, 40000, Shah Alam, Selangor. This company was called Soynergy & Co. because it mainly used soybean in the product (soy), the ability of the product to provide energy to the eaters (energy) and cooperation between the partnership itself (Co.). These three words were combined together to create the business name which is Soynergy & Co.

Objective of this business is to make the products available in local supermarkets for at least 25 shops before 2026 and reach the global audience in 2029. Soynergy & Co. also planned to develop 100% recyclable packaging by 2028 for reducing environmental impacts. This business sells snack bars or more specifically called as protein bars that were made from tempe, a Malaysian traditional food made from soybean that undergoes a fermentation process and is high in protein that can make the eaters feel full and promote thermogenesis (production of heat) that can lead to an increase of metabolism and help the body to burn more calories.

Soynergy Bars targeting health-conscious individuals, fitness enthusiasts and people who are seeking for plant-based food. This protein bar has a unique and delicious taste which is suitable for them because it can help in their protein intake without a plain taste. It is also a ready to eat food that can keep them energised even after going through a tiring activity. Moreover, the sales projection of the company shows a positive growth of the sales for the first three years, which is RM 1,471,830.00 for the first year, RM1,766,196.00 for the second year and RM 2,119,435.20 for the third year.

The purpose of this business plan is to identify whether this business can enter the market or not. Thus, it can analyse whether this business can be successful or failed. Moreover, it also can be a guideline or framework for the business owners in managing the business efficiency and achieving the targeted goals. Other than that, it also can be used to secure a working capital loan of RM 173,287.00 from the bank.

2.0 BUSINESS BACKGROUND

Soynergy & Co. is a partnership business founded on January 15, 2023, with its headquarters in Shah Alam, Selangor, a thriving city recognised for its proximity to transit networks, suppliers, and skilled employees. The strategic location gives the company logistical and operational advantages, allowing for efficient distribution and access to critical resources. The name "Soynergy & Co." defines the essence of the company: "soy," the key ingredient in its products; "energy," which represents the nutritional and energising aspects of its protein bars; and "Co.", which emphasises the spirit of collaboration among its founding partners.

Soynergy & Co.'s mission is to be the leading supplier of soy-based snacks known for their quality, health advantages, and affordability. The company is dedicated to developing high-quality protein bars, known as Soynergy Bars, to suit the needs of a growing market of health-conscious consumers. These include fitness enthusiasts, busy professionals, and people looking for plant-based alternatives to traditional snacks. To fulfil this vision, Soynergy & Co. has set specific goals, including having its products available in at least 25 local supermarkets by 2026, developing 100% recyclable packaging by 2028, and entering the global market by 2029. These goals are aligned with the company's commitment to sustainability, health, and innovation.

The company's main product, Soynergy Bars, stands out for its use of tempeh as the major ingredient. Tempeh, a traditional Malaysian dish prepared from fermented soybeans, is well-known for its high protein content and other health advantages. It is a good meat substitute that promotes thermogenesis, which boosts metabolism and allows the body to burn calories more efficiently. Despite its nutritional benefits, tempeh is sometimes ignored, especially by younger generations, because of its traditional image. Soynergy & Co. aims to change this negative image by reimagining tempeh as a trendy, practical, and delicious snack.

Soynergy Bars are properly developed to provide a delicious and health-conscious snacking experience. These bars, available in a variety of flavours such as salted caramel, chocolate, and matcha, and topped with roasted almonds, are designed to appeal to a wide range of tastes while remaining health-conscious. The bars are ready-to-eat, making them an excellent alternative for consumers on the go, such as gym-goers in need of a protein boost

4.0 ADMINISTRATION PLAN

Administration plan outlines the vision, mission and objective in order to achieve the targeted goals. Other than that, this plan also shows the logo of the company, the structure of the organizational, management roles and budget as a framework for decision-making and workflow in the management. It is very crucial to make sure the business can be run smoothly for the coming years.

4.1 Business Vision, Mission and Objective

Vision :

To be the best company that provides soy-based products for healthy snacking at the minimal cost.

Mission :

To be the customer's favourite brand by maintaining the highest quality product, create delicious products that are high in protein and attain the lowest cost so it is affordable for everyone.

Objective :

- To make the products available in supermarkets in Malaysia for at least 25 shops before 2026.
- To introduce the benefits of soy-based products to the global audience in the next five years.
- Developing 100% recyclable packaging for the products by 2028, to reduce environmental impacts.