



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا  
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**BUSINESS:**  
STRING CONCERTO COMPANY

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## 1.0 EXECUTIVE SUMMARY

String Concerto Co. is a music instrument company that sells violin and was established in January 2025. The company specializes in high-quality violins for musicians of all levels from beginners to professional performers. String Concerto Co. based in Selangor and located at No.3 Lorong Jalan Sultan Muhammad 27D, 4200, Port Klang. Our violins are made using premium wood and ensure rich sound quality that comes from string, durability and aesthetic appeal. We integrated violin with classical touch to produce instruments that meet the diverse needs of our customers. In addition to our violin, we offer affordable prices including bows, cases and it is designed to enhance the overall playing experience. The form of the company business is manufacturing and our market segment consists of demographic and psychographic segmentation. For the demographic segment, it is determined for the age range between 10-59 years old. Psychographic segmentation is the preference or lifestyle of people that have interest in playing violin. The reason for this business idea is that String Concerto Co. believes that the community can be educated by using our products that are produced in an eco-friendly material and sustain the environment. Since our inception, String Concerto Co. has gained RM 8,760,000 in sales and earned recognition for our product quality and customer satisfaction. Financially, the capital cash inflow to start the business at the first stage is RM 23,000, the loan is RM 885,707 and the higher purchase is RM 50,000. Besides, the sales forecast for year 1, is RM 8,760,000 while for year 2, it is RM 9,022,800 (an increase 3%) and for the third year, it is RM 9,473,940 (an increase 5%). Next is the projected profit of the company, which is calculated for three years straight. For the first year, RM 3,813,270, for the second year, RM 3,963,869 and for the third year, RM 4,208,976. With a focus on customer satisfaction and sustainability, String Concerto Co. aims to expand the target market and deliver exceptional value to stakeholders. This business plan will highlight every plan that we propose such as the administration plan, marketing plan, operational plan and financial plan. With this business plan, we are determined to expand our product to the world's eye.

## **2.0 INTRODUCTION**

String Concerto is a company dedicated to enhancing musicians in having a meaningful music experience. Specializing in creating and producing the body of string instruments, specifically violin, String Concerto's main purpose is to produce only high quality and value for our products.

As a manufacturing company, String Concerto's main goal is simple. To strive for the best. String Concerto prioritizes the production of musical instruments by researching and identifying the very best materials for the body of string instruments or in other terms, chordophones. String Concerto Company is also highly invested in exploring materials that are environmentally friendly and cost-effective for reducing any potential pollution to the Earth.

Created in 2025, the business strives to be the icon of violin production in Malaysia. String Concerto is strongly committed to the development of violin innovation. The company's violins are unique in their own way as we incorporate the use of eco-friendly materials, such as recycled plastic and plant-based bow strings. By blending the traditional values and techniques, together with never ending research for sustainability, the business focuses on staying loyal to their distinctive creation. For that reason, String Concerto Company hopes to empower musicians to shine in their own way.

Located in Port Klang, Selangor, the business is a well-maintained infrastructure that supports efficient manufacturing processes to secure scale operations as demand increases. Due to its ideal geographical location, the business also has easy access to not only shipping routes but also the raw components suppliers.

String Concerto Company's future is to cater towards the rise in technology advancement. The business also plans to broaden specialties in manufacturing other string instruments such as guitar and cello to musicians. The rising demand for electronic instruments and providing more string instruments prove to be a good opportunity for String Concerto to expand its name to those seeking local chordophones.

In summary, String Concerto is a medium enterprise company that focuses on manufacturing violins which combines traditional principles and unique craftsmanship while staying respectful towards the environment. Through never ending research and development, String Concerto seeks to make a lasting impression in the musical industry.