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**(ENT300)**

**BUSINESS PLAN REPORT**

**TOURMALINÉ**

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## **1.0 EXECUTIVE SUMMARY**

Tourmalinè is a partnership business consisting of five members with significant positions where Farwizah Yuhana as General Manager, Fatin Diyanah as Administrative Manager, Nurul Shafinaz as Marketing Manager, Aisyah Qistina as Operations Manager, and Elina Izzati as Financial Manager. Our business specializes in perfumes, offering a variety of scents that customers can mix and match according to their preferences. Our store is located at Plaza Zurich, while the factory where we manufacture our perfumes is at Emhub Kota Damansara.

The reason we chose to start our perfume business is that we want to offer a wide range of scents, allowing our customers to mix and match fragrances based on their preferences. We aim to become a leader in the perfume industry by revolutionizing scent technology, such as developing a new, convenient auto-spray movement sensor bottle for our perfume packaging. Our target market includes adults and young adults of all genders, especially women. In terms of demographic segmentation, our target market consists of people living in urban areas.

Our initial capital for starting this business is RM1,000,000, with each of the five partners contributing RM100,000, totaling RM500,000. The remaining RM500,000 is financed through a loan. Our sales forecast for the first three years is RM862,200, RM948,420, and RM1,090,683, respectively. Regarding projected profit, we anticipate a profit of RM309,106 in Year 1, after accounting for the cost of goods sold and operating expenses.

## **2.0 INTRODUCTION**

### **2.1 Business Overview**

Tourmalinè is a perfume company dedicated to offering a variety of fragrances tailored to customer preferences. Customers can create their own unique fragrance blend when visiting our stores. The business commenced on December 25, 2021, and is located at Plaza Zurich. Tourmalinè's goal is to lead and revolutionize the perfume industry by providing distinctive, personalized fragrances.

### **2.2 Scope of Business**

Tourmalinè provides and manufactures a variety of fragrances that may appeal to customers' preferences. The top, middle, and base notes of our perfumes vary for each type of fragrance. Our selection of scents includes:

- Sweet smell: A smell that is pleasant, sugary and soothing that can induce feelings of comfort and warmth and is often associated with the smell of sweet fruits and flavor such as berries, vanilla and caramel.
- Clean smell: A smell that is fresh and crisp that can be associated with the smell of fresh laundry with the hint of detergent and soap. This smell can induce the feelings of cleanliness and sense of calm and is often associated with airy notes such as soap, cotton and rain.
- Fruit smell: A smell that is sweet and refreshing can induce feelings of happiness and makes the wearer feel energized. This smell is often associated with ripe fruits scent such as berries, passion fruit and peaches.

There are still many types of scents that will be offered by Tourmalinè in the future. By providing a wide range of fragrances, customers can mix and match their preferred scents at Tourmalinè.

## **2.3 Location of Business**

The physical location of the Tourmalinè store is Plaza Zurich, which is situated in the center of the city. The choice of store location is strategic, as it is close to the city center, and customers can easily travel to and from the store using public transportation such as the MRT and Rapid KL bus, with convenient access to the MRT Semantan railway station and the Menara Manulife bus stop. For the Tourmalinè factory, we have chosen Emhub in Kota Damansara as the location for perfume production. The reason for selecting this site is that it is owned by one of our partners, allowing us to reduce land acquisition costs and only incur expenses for renovation. This location provides us with the opportunity to expand our product development toward both global and regional markets in the future.

## **2.4 Date of Commencement**

The operation of Tourmalinè began on December 25, 2021. Since the commencement of our business, we have strived to provide the best fragrances for our customers by sourcing reliable, fresh, and eco-friendly raw materials for our product development. We have focused on research and development to ensure that the products we offer meet the highest standards for our customers.