

Acknowledgement

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We believe that this business can go further in the future with the help of many people. By implementing as an entrepreneur mind, we can see the opportunity in this business with the support and consultants given, we manage to complete this business plan. We hope that by doing this business plan, we will able to understand how to do business work and we looking forward to make this business become reality.

This remark is also addressed to all those who have been involved in the success of this task either directly or indirectly. Any help that you extend highly appreciated because without your help and your support, this task cannot be completed. Thank you very much.

Sincerely :

Serenity Quartz Ltd 

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Executive Summary

1.0 Introductions

Serenity Quartz is a new company that provide product special for left handed people. Our company is schedule to begin operation on May 28,2016. Our shop name is Happy Lefty Handed that will be located at One Borneo Hyper mall, Jalan Sulaman,88400 Kota Kinabalu ,Sabah. The office space and the shop is leased on the second floor. Our factory are located at area Kota Kinabalu Industrial Park (KKIP), Kota Kinabalu Sabah.

Our target market are especially for left handed people because they have some difficulty to use certain things that might be use in their daily life. For example tin openers, scissors, right handed writing desks, writing in spiral bound notebooks, ring binders and etc. So we want to solve their problem with open the shop and sell all product left handed for them. our mission is to make the life of the left hand user a little more easier beside that we want to earn profit.

In term of sales strategy, our business is a newly in Sabah, so to attract our customer, we give them discount for every item they bought. Besides that, we also concentrating on the customers experience to design their product based on their comforts and experiences. There is no single store in Asia, so it is the one of big opportunity for our company because there is no other market exist with us. There is only have two well known shop which is in USA (Lefty's) and UK (Anything Left Handed). Our company make some review from these two shop to get some knowledge to convert new idea to design our own product. Our company also use mass media such as online website, online forum ,web banner on left handed online forum to make an advertisement for our product so that people will know our business existing in the market. Moreover, we also use a facebook, instagram ,television, radio, newspaper ,and banner to advertising our product. On the other hand, for our future prospect of business, we would to expend it to other countries and have their our shop. It will be more easier for our customer to get their needs and wants. In addition, we also give many people the work opportunities. So that the rate of unemployed will be reduce in our country.

2.0 Purpose

Our purpose to preparing this business plan :

- ✓ To convince the bank to lend the loan to start our business
- ✓ used as a reference to ensure business runs smoothly
- ✓ As a guideline to all managers to manage their department
- ✓ To persuade the reader to make change that will make our proposed idea a reality