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A3: BUSINESS PLAN REPORT



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1.0 EXECUTIVE SUMMARY

Graviola Glow is a partnership-based business located at No. 25A, Jalan Seri Wangsa 2, Taman Wangsa Permai, 53300 Kuala Lumpur. The company specializes in producing healthy and nutritious juice made from fresh soursop fruit, naturally sweetened with stevia. With a mission to promote a healthier lifestyle while supporting local fruit farmers, Graviola Glow aims to become the leading local brand for fresh soursop juice in Malaysia.

Besides, our juice is designed to meet the growing demand for natural, functional beverages. It contains no artificial preservatives or sweeteners and is certified Halal and HACCP-compliant, making it suitable for health-conscious individuals, diabetics, and those seeking weight management. Also, packaged in reusable glass jars in two sizes which is 250ml and 500ml. Our product also supports sustainability and convenience.

Furthermore, the business operates from a two-storey building, where the first floor is designated for production and operational activities, while administrative and managerial functions take place on the second floor. Graviola Glow is managed by a structured team consisting of a general manager, administrative manager, financial manager, marketing manager, and operational manager. Each department is supported by a sufficient number of personnel to ensure smooth daily operations. Monthly salary commitments include RM 15,633.20 for department managers, RM 11,609.95 for marketing staff, and RM 22,530.20 for operations staff.

Lastly, Graviola Glow has clear and measurable goals for its first year, which is achieving RM 150,000 in monthly sales, securing at least three retail partners, and launching a new juice variant. Sales are projected to reach RM 1.8 million in the first year, driven by both online platforms (Shopee, TikTok Shop) and offline event-based booths. Our promotional strategies are focused on organic digital content, developed in-house by the founders, to engage directly and sincerely with our target audience.

2.0 INTRODUCTION

Graviola Glow is a partnership-based business that focuses on producing healthy and nutritious juice made from soursop fruit that is combined with natural sweetener juice, which is stevia. Our brand is committed to empowering consumers to adopt healthier lifestyles by offering a beverage that is both delicious and beneficial to their health. Graviola is well-known for its excellent health properties, including boosting immunity, aiding digestion, balancing blood sugar, reducing fatigue, and providing antioxidants that help fight free radicals. By combining this superfruit with stevia, a natural zero calorie sweetener, our juice becomes a healthier alternative suitable for individuals who are health-conscious, diabetic, or aiming for weight management without sacrificing the taste.

At Graviola Glow, we prioritize delivering the highest quality in every jar. Our products are crafted using 100% fresh soursop sourced from trusted local farmers to ensure natural goodness and freshness. The product does not contain any artificial preservatives or flavorings, reflecting our commitment to providing pure, natural, and healthy juices to our customers. In addition, the product design is carefully crafted to meet both convenience and quality standards. We offer two jar sizes, which are 250ml and 500ml. Each jar is designed with secure sealing to maintain freshness and prevent leakage. Then, our packaging not only provides aesthetic appeal but also promotes sustainability, as the jars are reusable and environmentally friendly.

In defending our product in the competitive market, Graviola Glow stands out by offering health-focused juices that combine the powerful benefits of soursop with the natural sweetness of stevia. Our dedication to quality, hygiene, and eco-friendly practices strengthens customer trust in our brand. We believe that our juice is more than just a drink due to it is a source of nourishment and wellness that support a healthier lifestyle.