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BUSINESS PLAN REPORT:



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1.0 EXECUTIVE SUMMARY

Imoot is a newly established enterprise, officially formed to continue and expand upon our previous operations in selling custom-printed tote bags. Prior to the formal registration, we have already been actively producing and selling tote bags, gaining valuable experience and positive customer response. Now operating under the name Imoot, the business is based in Eco Ardence, Shah Alam, and focuses on meeting the growing demand for eco-friendly and personalised lifestyle products. Using heat transfer printing technology, we create high-quality, visually appealing tote bags tailored to customer preferences.

The business is officially registered with the Companies Commission of Malaysia (SSM) and has obtained all necessary licenses and permits from the relevant authorities including MBSA. Initial startup cost are allocated toward equipment acquisition (RM1,800), initial inventory (RM1,970), and regulatory compliance (estimated between RM1,572 to RM2,942).

Imoot is supported by a lean operational team comprising the owner-operator, an assistant designer, and a production staff member. The total monthly manpower cost, inclusive of statutory contributions (EPF & SOCSO), is projected at RM6,800. Operations will run five days a week, with a focus on order fulfilment, quality control, and efficient production workflow.

The marketing strategy is centred on digital engagement through platforms such as Instagram, Shopee, and TikTok, utilizing creative content and targeted promotional campaigns to reach the intended customer base. With a clear focus on quality, branding, and customer satisfaction, Imoot is poised to achieve financial sustainability and long-term growth within its niche market segment.