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TABLE OF CONTENTS

CONTENTS	PAGES NUMBER
1.0 EXECUTIVE SUMMARY	1
2.0 COMPANY PROFILE	2 – 5
3.0 ENVIRONMENT INDUSTRY ANALYSIS	6 – 11
4.0 DESCRIPTION OF VENTURE	11 – 12
5.0 OPERATION / PRODUCTION PLAN	13 – 21
6.0 MARKETING PLAN	22 – 33
7.0 ORGANIZATION PLAN	34 – 40
8.0 ASSESSMENT OF RISK	41 – 42
9.0 FINANCIAL PLAN	43 – 51
10.0 PROJECT MILESTONES	52
11.0 CONCLUSION	53
12.0 APANDICES	54 - 55

1.0 EXECUTIVE SUMMARY

The aromatherapy properties is one of the benefit why people should buy scented candle. Based on the science and research, many moods and negative emotions can be lifted due to the fragrances and scents that are introduced into environment. Our company provide various scent of the candle such as lemon, lavender, peppermint, green tea, violet which will help to highlight and reduce the tension of the consumer without letting them feel worry about the side effect as our products are fully made by natural substances. Since most people want to take care about their health, the terms of natural and organic not only in farming sector, but it also the same important to scents of air that we smell around our environment. Then, after our company make some research, we manage to release the natural products which help to improve moods and changes the negative emotions among the consumers. Our product is guaranteed 100% made from natural substances without any synthetic preservatives. In addition, our products are fully made by handmade, so we knows that there are non-chemical substances or tasted on animals as it purely made in an ecologically balanced condition from the ingredients are taken until the packaging process. Social media is a platform that we used to promote our product due to get the target customers more effectively. For instances, we use Instagram and Facebook which have special tools known as Geo-targeting to send out our promotion through customer's location. On top of that, social media also the platform that help us to reduce marketing costs because it will not charges many costs to posting advertisement at the platform. Based on people opinion if the price level of the products is higher, then the products present the good quality level. However, our company offer the affordable price for everyone because we considered the internal and external factor in pricing strategy. It can be our strength when we prepare the affordable price for our products to attract and get more loyal customers since our company offer scented candle that comes with natural products.

- To provide our customers a good quality products with reasonable price.
- Encourage people to share their talent in produce handmade products.

2.3 COMPANY BACKGROUND ANALYSIS

2.3.1 MARKET SIZE AND TRENDS

JSV Product was developed on October 2017, which located at UiTM campuses Kota Kinabalu, Sabah. This business was established by a partnership which consists of three members which is Jacquelinesia Jonney, Susan Jasmine Suinggi and Vanessa Aniestchysia Nening.

We decided to make handmade scented candle because we want to create our own local brand, to provide our customers a good quality products with reasonable price and try to encourage people to sharpen their talent in produce handmade products. We also want to introduce to the people about the advantages of the scented candle which can help people to reduce their stress level and calming their emotion.

We hope that our business is meeting the demand of each of our prospect, and our business can run smoothly in order to achieve our success. We as the staff of the company are giving the customers the best of our service and will satisfy them with our product. To start up this business, we have put a lot of effort on research for our product just to ensure that every material used is safe and will not harm the customer's. We believed that our company is profitable and will be a successful company in Sabah and also will bust out to international market.

Substitute Competitors

Substitute Competitors	Location
Jomolang Di'leran	IBORNEO
Osaka bychmarkat	IBORNEO
At-Diy	IBORNEO

COMPETITORS	STRENGTHS	WEAKNESS
YUBISO	Well established and already have their	Common material Supply product from