



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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BUSINESS PLAN

'MAGIC HANDS'



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Executive Summary

The green craft business as described in this business plan is a start up venture created by four young-spirited nature lovers and environmental enthusiast who have knacks for crafting. Their love for Mother Earth and the hopes of making the world a greener and better place has helped to create the foundation for this repurposing-trash-to-treasure endeavor.

A comprehensive analysis of the green and craft industry shows that there are many businesses venturing in the craft industry alone, without the green factor. Surveys that we carried out indicate that most of our consumers are interested in the concept of green craft and are anticipating as to our creative and ecologically-chic products.

The main office of our business is based at a retail area which is frequented by many people from the area. Our other retail location would be at Gaya Street in Kota Kinabalu where shoppers and tourists often visit on Sunday mornings. Besides that, we also have an online shop on the currently famous social networking site, Facebook. Our location strategy is strengthened by the fast-moving technology as more people have access to the internet and the retail trend now is leaning towards online selling. Our chosen target market is basically people of all ages and profession as green products can be viewed as creative and new to younger people while the older generations appeal to its recyclable value.

After reviewing the green craft industry, it shows that there are no competitors. Green craft is considered new in the business and crafting industry. Our business of making and transforming discarded resources makes us the first in the industry. Therefore, with our consistent, high quality services and moderate pricing, we have the absolute edge in attracting consumers by providing products and services that are new in the retail industry.

In the planning of our launch, we have drawn up a financial plan based on forecasts for the first three years of our operations. Our start-up expenses are estimated to be RM100,618. The owners will contribute RM100,000 in total, therefore we will make another loan of RM10,000 to finance our expenses.