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UNIVERSITI
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MARA



SAWADEE GLOW ATELIER

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS PLAN

FACULTY OF EDUCATION
BACHELOR OF EDUCATION (TEACHING ENGLISH AS A SECOND LANGUAGE)
(HONS.)

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1.0 EXECUTIVE SUMMARY

Sawadee Glow Atelier is a makeup service company that specializes in Thai-inspired makeup, one of the most famous makeup styles in Asia. Starting off in 2020 as a registered business that has set up its location in Eco Grandeur, Puncak Alam, Selangor, Sawadee Glow Atelier has a dream of becoming a massive Thai-style makeup promoter and service provider in the beauty market in Malaysia by 2035. The reason for this business's establishment is due to people wanting to follow the Thai-style makeup trends by influencers but could not do so because of the difficulty of Thai-style makeup. Sawadee Glow Atelier provides Thai-style makeup service for various occasions at affordable prices. With the target clients ranging from teenagers to even elderly, the business wants to give a statement where everyone deserves to look natural yet stunning no matter the age. What makes Sawadee Glow Atelier stand out compared to other competitors is the prices offered while maintaining such luxurious top-tier service, which is almost rare to see in other businesses.

The lineup of the staff of Sawadee Glow Atelier consists of the CEO herself, marketing and branding executive, customer service and booking coordinator, makeup artist and the assistant and finally the hygiene & equipment manager. Each individual plays a huge and important role in making sure the business will thrive successfully, internally and externally. Logistically, with Puncak Alam's residents reaching more than 50,000 people, it offers a strong beginning for Sawadee Glow Atelier. The business aims to provide makeup service to around 90 people per month with monthly sales reaching RM33,200 and yearly sales of RM398,000. For market shares, it is expected to grow to 29% by 2023. The marketing itself would mostly focus on promoting through social media such as TikTok and Instagram, and by joining vendors and small events. Sawadee Glow Atelier also targets to promote itself through pop-up events and collaborating with influencers and celebrities across the country. With proper strategy planning and opportunities provided, Sawadee Glow Atelier could one day become one of the leading businesses that provides Thai-style makeup services across Selangor and later across Malaysia.

2.0 COMPANY PROFILE

2.1 Details of Company Name, Logo, Vision and Mission



Figure 2.1 Logo of The Sawadee Glow Atelier

The name “Sawadee Glow Atelier” is a name that reflects the brand’s entire identity, values and artistic direction in the makeup and beauty industry. The word “Sawadee” is a traditional Thai greeting that symbolizes warmth, respect and hospitality. The usage of the word highlights the company’s strong inspiration from Thai beauty culture and reflects a welcoming and client-centered approach. The word “Glow” represents radiant, healthy-looking skin and natural luminosity, which aligns with the brand’s emphasis on skin preparation and achieving a flawless and long-lasting makeup finish. “Atelier” is a French term meaning a workshop or studio used by artists and designers. This word emphasizes professionalism, craftsmanship and customized beauty services rather than mass-produced makeup applications. Together, the company’s name refers to a premium Thai-inspired makeup studio that focuses on artistry, elegance and radiant beauty.

The logo visually represents the brand’s Thai heritage, elegance and beauty philosophy. The golden Thai temple silhouette symbolizes Thai culture, tradition and refinement, reinforcing the brand’s identity as a Thai-inspired makeup service. The gold color signifies luxury and quality, reflecting the studio’s professional standards and premium aesthetic. The pink lotuses represent beauty, femininity, purity and confidence as in many Asian cultures, the lotus also symbolizes grace and renewal, aligning with the brand’s focus on enhancing natural beauty. The tagline

highlights the brand's mission to bring Thai beauty aesthetics into a broader modern beauty experience.

VISION

- To become a leading Thai-style makeup studio in Malaysia, recognized for delivering timeless beauty through professional artistry, skin-focused techniques and elegant and modern aesthetics.

MISSION(S)

- To provide high quality Thai-style makeup services that enhance natural features with a balance of softness and definition.
- To prioritize proper skin preparation and strict hygiene practices to ensure flawless and long-lasting makeup results.
- To offer affordable, professional, makeup services suitable for various occasions and client needs.
- To continuously improve skills and stay updated with beauty trends while maintaining the distinctive Thai makeup aesthetic.

The business started with a simple idea of wondering why Thai-style makeup is not as famous as other styles in Malaysia. With the CEO's love towards this specific style of makeup, she started having a vision and idea of starting a business or service where she can show to people how natural and simple yet beautiful Thai-style makeup is. By beginning at small steps at the time and hiring some staff to kick off the business, Sawadee Glow Atelier slowly gains positive reviews from clients little by little. At one time where even celebrities were promoting Thai-style makeup through their events, the business started to grow rapidly and gain even more clients from a wider circle. Because of this, Sawadee Glow Atelier started promoting themselves through social media and opening service vendors at small events to expose themselves even more. As time passes by, the business not only gains reputation but also improves themselves to provide even better service in the future.

Now, the business is growing at a very fast pace as it plants the feeling of love and interest into people's hearts. With the passion and love towards promoting Thai-style makeup shown by all staff, the business is surely in good hands. While the business still only operates around Selangor, it thrives to promote Thai-style makeup to a larger audience, locally and internationally.

2.2 Company Background

Company Name	Sawadee Glow Atelier
Business Address	Espaland, Eco Grandeur, Puncak Alam, 42300, Selangor.
Website/Email	sawadeeglowateliermakeup@gmail.com
Telephone Number	03-9998 0315
Company History	Sawadee Glow Atelier was founded in 2020 by the CEO herself who decided to provide makeup service and promote Thai-style makeup to wider audiences. She began small by hiring a few staff members, which are her acquaintances, and opening the first store in Puncak Alam, which later started mass promoting this business all across Selangor and even Malaysia.
Progress to Date	Started small with opening a humble walk-in makeup service store in Puncak Alam, Sawadee Glow Atelier has successfully gained an impressive amount of recognition from clients and social media feedback, further solidifying the business as a solid promoter of Thai-style makeup
Legal Structure	Registered as a sole proprietorship under the Companies Commission of Malaysia (SSM). This structure allows the CEO to fully own and run the business and will be responsible for everything for this business.
Key Partnership	<ol style="list-style-type: none"> 1. CEO: Nur Aliah Natasya Binti Rosali 2. Marketing & Branding Executive: Muhammad Danish Haikal Bin Azran 3. Customer Service & Booking Coordinator: Nurul Adrini Binti Saufi 4. Hygiene & Equipment Manager: Edlyna Suraya Binti Mohd Tahir

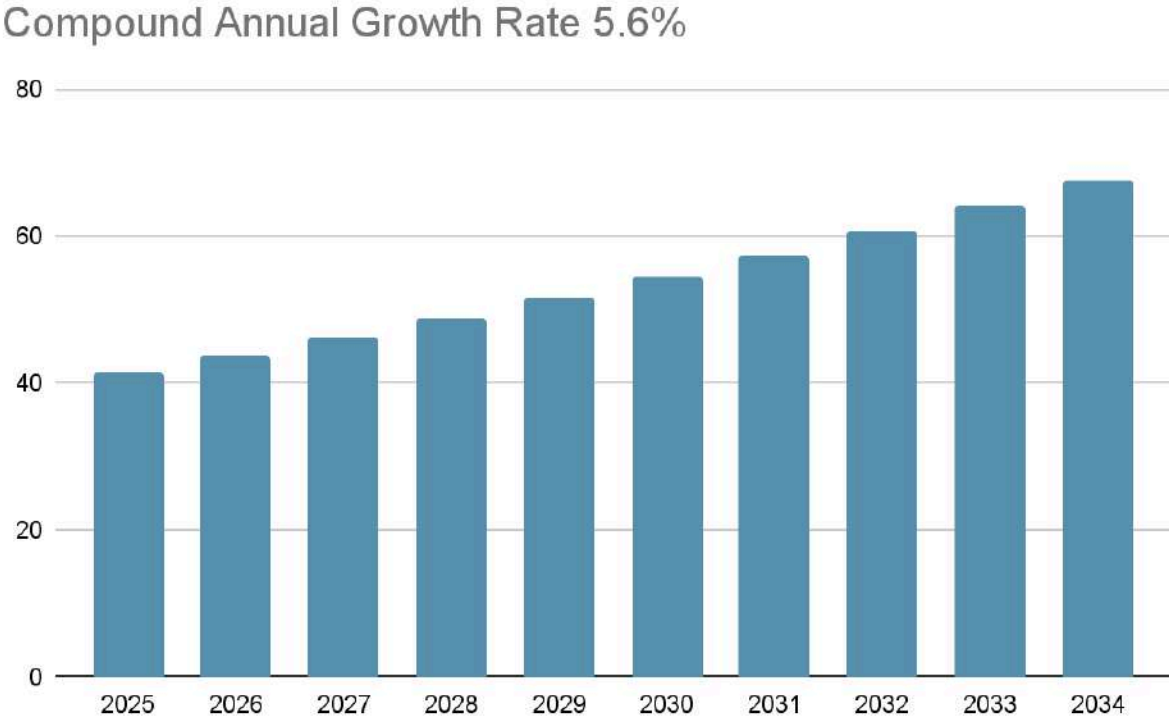
	<p>5. Makeup Artist: Nur Khairunnisa Binti Akhtar Ali</p> <p>6. Makeup Artist Assistant: Nur Farahayunie Binti Mat Nawi</p>
Date of Commencement	19 April 2020
Name of Bank	Maybank
Account Number	5621 0099 1298

Table 2.2 Organization's Background

INDUSTRY ANALYSIS

3.1 Size, Growth Rate and Sales Projection

Sawadee Glow Atelier is beginning its business at **Eco Grandeur, Puncak Alam, Selangor**. The location has an estimated population of 50,000 people, including university students, working individuals and families. This data further solidifies the strategy of opening the business here where most of the residents are women. So, promoting Thai-style makeup service here would be receiving much more exposure in a short period of time.



The makeup industry has always been showing massive growth in Malaysia, even globally, over the years. The global makeup market is projected to grow at a compound annual growth rate (CAGR) of 5.6% from 2025 to 2029, according to The Business Research Company. This is heavily influenced by the fact that more women who are entering adulthood are prioritizing

beauty and appearance, including makeup. Despite all the inflations and deflations that keep occurring, the makeup industry still keeps going strong due to the undeniably strong social media influence and how it affects customers' spending habits, especially women. Because of that, small businesses like Sawadee Glow Atelier finds this useful as it can benefit the power of social media to further promote the business with hope to expand the recognition.

The **sales forecast** of Sawadee Glow Atelier will begin in 2021 as a small yet steadily growing business with anticipated interest from new and existing clients in Puncak Alam and its surrounding. Since 2020 is the founding year, the CEO dedicated the year to focus on setting up the business operations, hiring staff, developing and improving products and doing market research as it is very common for startup companies to have a pre-revenue period where they are not generating income yet. However, as the business begins in 2021, the sales will continue to grow steadily due to the business being promoted through social media and strategic location. Sooner or later, Sawadee Glow Atelier would be one of the most promising makeup service businesses that actively promotes Thai-style makeup.

3.2 Trends of Sawadee Glow Atelier (Economic, Social and Technological)

Economic Trend:

The makeup industry in Malaysia has always gained massive popularity over the years, particularly among women. As women thrive to look naturally presentable yet beautiful at the same time, a massive amount of women clients would pay huge amounts of money to look as beautiful as they can be. This is where Sawadee Glow Atelier grabs its chance as it provides such luxurious Thai-style makeup with such affordable prices compared to the normal ones. Plus, since the power of social media has undeniably helped in economic growth for all types of businesses, Sawadee Glow Atelier has found it better to promote its business online rather than opening many branches that might actually affect financial status badly.

Social Trend:

Looking from a social perspective, it can be seen that people are leaning towards having natural looking makeup, which is what Thai-style makeup revolves around. People are more aware of how natural makeup is more appealing to eyes. Sawadee Glow Atelier has exactly what people want now, not only for rich people but also for middle class people as well who are looking for a service that provides a makeup that keeps the naturalness of the facial features. In addition to that, with Thai-style makeup slowly gaining popularity because of celebrities and social media influencers, Sawadee Glow Atelier believes that it could stand strong in the industry where many massive beauty services are conquering.

Technological Trend:

When it comes to technology, digital sites have been one of the greatest ways for Sawadee Glow Atelier to thrive in the industry. Social media like Instagram and TikTok are not only used by everyone at all ages but is also a financially low cost method for Sawadee Glow Atelier to promote its service and establish its name to even more audiences all across Malaysia. Technologies like AI-powered shade matchers, smart mirrors and hygiene protection machines have also made it very sufficient as it improves the overall quality of the makeup industry while still maintaining the originality and naturalness.

3.3 Key Success Factors

One of the main key success factors for **Sawadee Glow Atelier** is the brand identity itself. While Thai-style makeup itself is a rising style of makeup, the business identity itself, where it provides high quality makeup with affordable prices, is what sets it apart from other Thai-style makeup companies. Since many companies provide services with such high prices and often attract only rich people, Sawadee Glow Atelier thrives among middle to lower class people who want to be as presentable and beautiful as upper class people. While it might look like underselling, it actually helps secure clients and the price can be gradually increased as demand grows. The creative approach of giving low prices helps avoid overselling, which can make people actually avoid becoming clients.

Another major success factor lies in the **client's experience while getting served**. Sawadee Glow Atelier believes that in the makeup industry, people remember how they are treated and not how they look. This revolves around how the staff's personalities and environment impact the experience of the clients. The staff are trained and advised to always put on a friendly face and personality while providing top-tier services towards the clients. The client's experience also comes from the environment of the store itself. Sawadee Glow Atelier always prioritizes cleanliness, from makeup tools and overall hygiene of the store as clients will have a very good first impression when they first enter the store. So, if the clients are satisfied and happy with their overall experience, Sawadee Glow Atelier will have free marketing via the mouth of the clients.


Last but not least, the strategic location of its operation is also one major success factor for Sawadee Glow Atelier. As a growing city with so many young people, thanks to **UiTM Puncak Alam**, Puncak Alam provides a huge opportunity for Sawadee Glow Atelier to grow and gain many clients. The area also offers affordable operating costs while still being close to the main city, making it an ideal location for small but growing businesses like Sawadee Glow Atelier to thrive for the better future. Eco Grandeur has always been a famous hangout spot for students and family alike. So, by operating there, it will naturally attract people to come and pay a visit to the store and experience the beauty of Thai-style makeup with such affordable prices.

3.4 The Long-term Prospects for the Industry

The overall outlook of the beauty industry, especially makeup service, is undeniably positive in a very long run as people are always influenced by makeup styles that are shown by celebrities and influencers, including Thai-style makeup. Providing makeup service does not have to be done in such big scales, as a strong impression and branding also help smaller yet growing businesses like **Sawadee Glow Atelier** to thrive. Providing high quality services while maintaining natural beauty with such affordable prices has always been this business's strong suit as there are little to no competitors that have the same strategies as Sawadee Glow Atelier. Other than that, the growing influence of social media usage and strategic location help in ensuring a better and secured future for Sawadee Glow Atelier. These two aspects help Sawadee Glow Atelier to effectively promote its branding without costing too much in response to the strategy. Hence, all these factors show that Sawadee Glow Atelier will have a steady and significant growth in the future with no signs of slowing down as the business provides such unique service that no other business does.

4.0 DESCRIPTION OF VENTURE

4.1 Detail of Service

Price	RM 100-RM 800
Features	 <p data-bbox="602 1241 1279 1276"><i>Figure 4.1: Sawadee Glow Atelier product's features</i></p>
Description	<p data-bbox="461 1325 1414 1852">The service provided by our company is a professional Thai makeup service that specialises in enhancing clients' natural beauty through traditional Thai-inspired techniques combined with modern makeup trends. Since Thai makeup looks are booming among the Malaysians, our service aims to meet the growing demand of this makeup style that focuses on a radiant, dewy base with soft, natural features, prominent bushy brows, defined but soft eyeshadow (often earth tones with shimmer), subtle blush, and full lips. However, our service will be adapted to suit the Malaysian complexion that will blend well with our traditional outfit especially for bridal looks. Other than bridal looks, we also cater to</p>

	<p>a wide range of clients, including models, content creators, and individuals attending special events such as weddings, photoshoots, and cultural celebrations. By using high-quality cosmetic products and offering personalised consultations, we ensure each makeup look is tailored to suit the client's facial structure, skin tone, and occasion, delivering a professional and satisfying beauty experience. Our makeup service suits people of every age since our Thai makeup style focuses on a natural, soft, and fresh finish. Instead of heavy layers, we use lightweight techniques that gently enhance natural features, helping mature clients look radiant, confident, and comfortable in their own skin. This approach allows our clients to feel like the best version of themselves, with makeup that highlights their beauty gracefully without overpowering their natural appearance.</p>
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Table 4.1 Details of The Products

4.2 How Service Fit In The Market

Thai makeup is well positioned in today's market especially in Malaysia's current beauty market. This is thanks to the fact that the Malaysians have been experiencing a strong shift and perceptions towards natural, elegant, and social-media-inspired makeup trends. Thai makeup looks have gained popularity through social media platforms, beauty influencers, and celebrity inspiration, making them highly sought after for weddings, events, photoshoots, and personal branding. Therefore, we will provide the best Thai makeup experience for the clients by combining trending Thai-inspired styles with personalized techniques, ensuring clients receive results that truly match what they have requested. We take the time to listen to each client's preferences, understand their comfort level, and customize every detail of the makeup application accordingly. This approach allows clients to feel confident, heard, and satisfied, knowing that the final look not only meets their expectations but also enhances their natural beauty in a soft, elegant, and effortless way.

Other than that, Sawadee Glow Atelier fits seamlessly into the Malaysian beauty market by addressing multiple key demands that are currently underserved. While many makeup artists provide general services, few specialise in Thai-inspired techniques, giving us a unique edge and allowing clients to trust that they are receiving expert, high-quality results. Our company will provide a makeup artist that truly understands the meaning of Thai makeup and is skilled at translating that understanding into a personalized look for each client. At the same time, our makeup service is available to clients throughout Peninsular Malaysia, making it accessible to anyone seeking professional Thai makeup, regardless of their location. By offering flexible appointments, on-location services, and easy booking options, we ensure that clients from different cities and towns can enjoy our expertise and personalised makeup experience without any hassle.

4.3 Value Propositions

Our value proposition is built around offering a specialised, high-quality Thai makeup service that prioritises authenticity, personal attention, convenience, and overall client satisfaction. Unlike many conventional makeup services that follow a one-size-fits-all approach, our business is rooted in genuine Thai makeup artistry. This style focuses on refined techniques, balanced facial enhancement, and a look that is natural yet polished. The result is an elegant, timeless finish that enhances each client's natural beauty rather than overpowering it, making our service suitable for clients of different ages and for a wide range of occasions.

Personalisation is at the heart of what we do. Every client begins with a detailed consultation where our makeup artists take the time to understand their preferences, facial features, skin type, and comfort level. This careful approach helps minimise misunderstandings and ensures the final look closely matches what the client has envisioned. Our ability to translate ideas into professional, wearable results adds real value, especially for important events where confidence and appearance matter.

Convenience also plays a major role in our service offering. We provide on-location makeup services throughout Selangor, with a strong focus on areas such as UiTM Puncak Alam, where we are based. This allows clients to save time and enjoy greater flexibility, particularly for weddings, graduations, photoshoots, and corporate events where on-site services are highly preferred. We also use high-quality, skin-friendly products and professional techniques to ensure the makeup is comfortable, long-lasting, and camera-ready under various lighting conditions.

Beyond technical quality, our service delivers emotional and experiential value. Clients are able to enjoy a stress-free, professional, and reassuring experience, knowing they are being served by makeup artists who genuinely understand Thai makeup and prioritise client satisfaction. By combining expertise, reliability, personal attention, and convenience, our Thai makeup service offers strong value to customers and positions itself as a premium yet accessible option within the Malaysian beauty market.

4.4 Anticipated Customer Demand

The anticipated customer demand for our Thai makeup service is expected to be high and sustainable due to several key market factors. Firstly, the increasing popularity of Thai beauty trends in Malaysia, driven by social media exposure, influencers, and celebrity inspiration, has created strong interest in makeup styles that emphasise natural beauty, elegance, and flawless finishing. This trend has influenced consumer preferences, especially among younger demographics and event-based customers who actively seek professional makeup services.

Secondly, Malaysia's frequent demand for professional makeup for weddings, engagements, graduations, photoshoots, corporate functions, and cultural events further supports consistent customer demand. Clients for these occasions prioritise makeup that is long-lasting, comfortable, and suitable for photography. In addition, the growing awareness of personalized beauty services has increased demand for makeup artists who can customize looks based on individual preferences, age groups, and skin types. With our specialised Thai makeup expertise, personalised consultation process, and on-location services across Peninsular Malaysia, our business is well positioned to attract repeat customers and achieve steady demand throughout the year.

4.5 Existing Competition

The Malaysian beauty industry is saturated with freelance makeup artists, home-based beauticians, and established beauty salons offering a wide range of makeup services. However, the majority of these competitors provide general makeup applications or focus mainly on conventional bridal makeup, often relying on repetitive techniques rather than specialized artistry. As a result, many services lack a clear identity or expertise in specific makeup styles, including Thai-inspired makeup, which requires precision, balance, and a strong understanding of facial structure and cultural aesthetics.

Furthermore, existing competitors frequently adopt a one-size-fits-all approach, offering limited consultation and personalisation. This can lead to makeup results that do not fully align with client expectations, particularly for customers seeking natural, refined, and age-appropriate looks. In addition, many makeup services are restricted by location, requiring clients to travel to salons or limiting coverage to certain areas. This creates inconvenience for customers who prefer on-location services for events such as weddings, graduations, photoshoots, and corporate functions.

In contrast, our business directly addresses these limitations by offering specialised Thai makeup services delivered by trained makeup artists who genuinely understand the principles and meaning behind Thai makeup. Our personalised consultation process ensures that each client's preferences, comfort level, and occasion requirements are clearly understood and professionally executed. Moreover, our flexible on-location services across Peninsular Malaysia provide greater accessibility and convenience compared to many competitors. By combining specialised expertise, personalisation, reliability, and customer-focused service, our business effectively overcomes the weaknesses present in existing competition and positions itself as a strong, differentiated, and competitive player in the Malaysian beauty market.

5.0 MARKET ANALYSIS AND STRATEGY

5.1 Marketing Objectives

- Brand awareness is expected to increase by 30% within the first year through strategic use of social media platforms such as Instagram and TikTok, supported by local promotions and beauty-related events.
- A 20% growth in collaborative partnerships is targeted within 12 months, involving photographers, wedding planners, fashion boutiques, and event organisers.
- The business aims to establish a strong niche positioning as a specialist in Thai makeup looks by emphasising cultural aesthetics, professional expertise, and distinctive branding.

5.2 Marketing Segmentation

5.2.1 Target Market

To better understand our target audience and position Sawadee Glow Atelier effectively in the market, key customer segments have been identified based on geographic, demographic, psychographic, and behavioral factors. This segmentation allows the business to tailor its makeup services and marketing strategies to the specific needs and preferences of each segment. By focusing on customers who appreciate professional makeup artistry and distinctive Thai makeup aesthetics, Sawadee Glow Atelier is able to reach the right audience while highlighting its niche expertise and unique service offering.

Types of Target Market	Shared Group Characteristics
Geographical	The business primarily targets customers located in urban and semi-urban areas , where demand for professional makeup services is higher due to frequent social events, weddings, and photoshoots. Major cities and surrounding areas are prioritised as they provide easier access to the target market and stronger exposure to beauty trends.
Demographic	The target market for this Thai makeup service primarily consists of female customers aged between 18 and 60 years old . This age group includes university students, young working adults, and brides who are highly conscious of appearance and frequently require professional makeup services for special occasions.
Psychographic	Psychographically, the target customers are

	<p>individuals who value self-expression, personal appearance, and confidence. They are highly interested in beauty, makeup artistry, fashion, and aesthetic trends. In terms of values and lifestyle, these customers appreciate professionalism, creativity, and high-quality results. They prefer makeup services that are personalised, trend-driven, and capable of delivering a polished and luxurious appearance.</p>
<p>Behavioral</p>	<p>From a behavioral perspective, the target market consists of customers who purchase makeup services based on specific occasions, such as weddings, graduations, engagement ceremonies, photoshoots, and special events. Their purchasing decisions are influenced by visual results, reviews, recommendations, and social media content. These customers tend to book makeup services during peak event seasons and are willing to pay more professional, long-lasting, and high-quality makeup outcomes . The main benefits they seek include enhanced appearance, confidence, and a polished look that stands out, especially through specialized styles like Thai makeup.</p>

Table 5.2.1 Target Market

5.2.2 Market Size

Market size refers to the total potential revenue that The Sawadee Glow Atelier can generate within a specific period, based on the estimated number of target customers, the selling price of the service, and the frequency of purchase.

POPULATION	
Population people	50,000
Estimation target per year	3% x 50,000 = 1,500

Table 5.2.2.1 Population in Puncak Alam, Selangor

NO.	ITEMS	ESTIMATE SALES PER ITEMS	TOTAL ESTIMATED PER MONTH
1	Event Makeup	RM200 x 50	RM10,000
2	Bridal Makeup	RM800 x 20	RM16,000
3	Photoshoot Makeup	RM300 x 20	RM6,000
4	Quick Service Touch-Up	RM100 x 12	RM1,200
	TOTAL		RM33,200

Table 5.2.2.2 Estimate Sales per Month

MARKET SIZE	
Total market size	RM54,800 per month
Total sales per year	RM33,200 x 12 months = RM398,400

Table 5.2.2.3 Market Size

The Sawadee Glow Atelier Market Share and Sales				
Year	0	2021	2022	2023
Market Share (%)	0	14%	21%	29%
Total sales in unit	1,500 x 12 = 18,000	1,225	1,837	2,450
Total sales in RM (x RM200)	RM3,600,000	RM245,000	RM367,400	RM490,000

Table 5.2.2.4 Market Share and Sales

5.2.3 Market Share

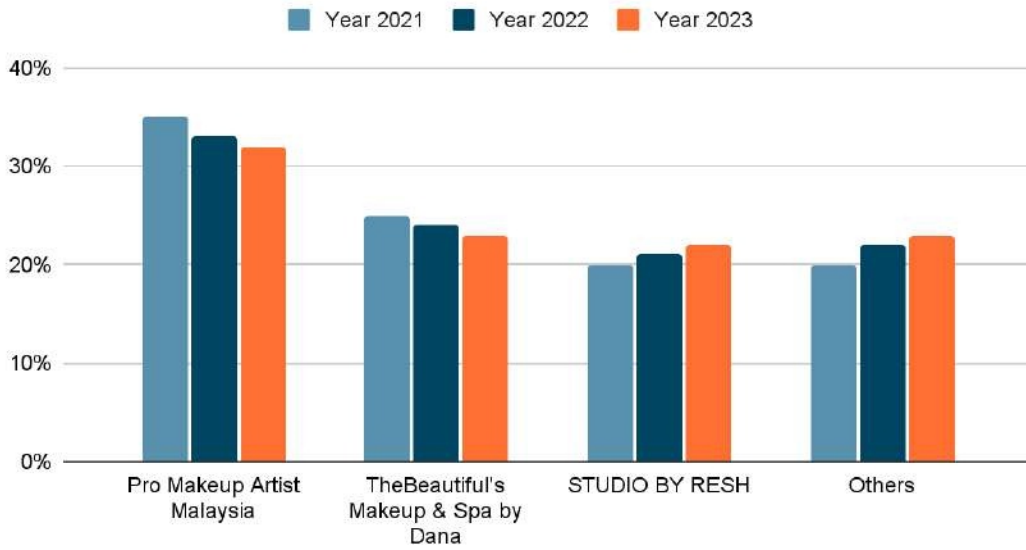
Market share refers to the percentage of total sales in an industry that is captured by a company compared to other businesses offering similar services. It shows how strong a company's position is in the market. By analysing the market share of competitors, The Sawadee Glow Atelier can better understand the level of competition, recognise its strengths and weaknesses, and identify opportunities for growth. This information helps the business plan strategic actions to improve its performance and remain competitive in the beauty service industry.

Market Share Before Entry of The Sawadee Glow Atelier			
Competitors	Year 2021	Year 2022	Year 2023
Pro Makeup Artist Malaysia	35%	33%	32%
TheBeautiful's Makeup & Spa by Dana	25%	24%	23%
STUDIO BY RESH	20%	21%	22%
Others	20%	22%	23%
TOTAL	100%	100%	100%

Market Share After Entry of The Sawadee Glow Atelier			
Competitors	Year 2021	Year 2022	Year 2023
Pro Makeup Artist Malaysia	34%	32%	30%
TheBeautiful's Makeup & Spa by Dana	24%	23%	22%
STUDIO BY RESH	18%	17%	16%
Others	18%	16%	14%
The Sawadee Glow Atelier	6%	12%	18%
TOTAL	100%	100%	100%

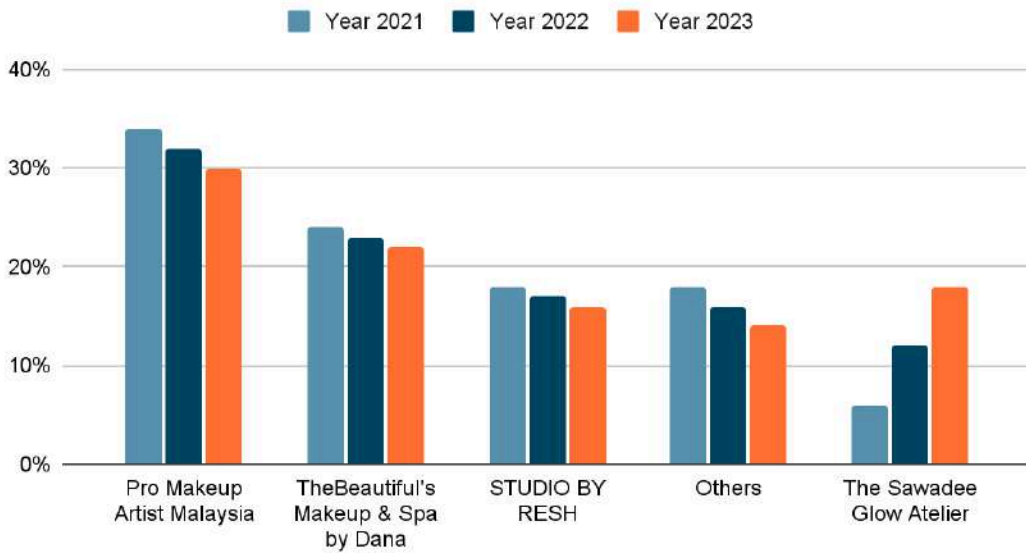
Table 5.2.3 Market Share Before and After Entrance

Market Share Before Entry of The Sawadee Glow Atelier



Competitors

Market Share After Entry of The Sawadee Glow Atelier



Competitors

Chart 5.2.3 Market Share Before and After Entrance

5.2.4 Sales Forecast

Sales Forecast (RM)			
Month/ Years	2021	2022	2023
January	4,380	7,280	10,412
February	4,950	7,640	10,865
November	6,910	10,680	11,023
December	7,220	11,120	11,111
March	5,120	8,120	11,298
April	5,460	8,360	11,742
May	5,880	9,020	12,187
June	6,140	9,280	12,431
July	6,280	9,460	12,874
August	6,380	9,720	13,256
September	6,520	9,880	13,489
October	6,780	10,240	13,872
TOTAL (RM)	RM72,020	RM110,800	RM144,560

Table 5.2.4.1 Sales forecast

Year	Percentage increase (%)	Sales forecast (RM)
2021	-	72,020
2022	$(110,800 - 72,020) / 72,020$ = 36%	110,800
2023	$(144,560 - 110,800) / 110,800$ = 30%	144,560

Table 5.2.4.2 Percentage increases in 3 years

5.3 Competitor Analysis

5.3.1 Identifying the Competitors

Competitors	Strength	Weakness
1. Local Freelance Makeup Artists	<ul style="list-style-type: none"> - Strong familiarity with local customer preferences and trends. - Flexible pricing and personalised services. - Active on social media platforms, enabling direct engagement with customers. 	<ul style="list-style-type: none"> - Limited brand recognition and inconsistent service quality. - Lack of specialisation in niche styles such as Thai makeup. - Limited capacity to handle large-scale events or multiple bookings.
2. Bridal Makeup Studios	<ul style="list-style-type: none"> - Established reputation in the bridal and event makeup market. - Professional equipment and experienced makeup artists. - Strong customer trust due to prior client portfolios and testimonials. 	<ul style="list-style-type: none"> - Higher pricing compared to freelance artists, limiting affordability. - Services often focus on conventional bridal looks rather than niche or culturally inspired styles. - Less flexibility in customised makeup requests.
3. Beauty Salons Offering Makeup Services	<ul style="list-style-type: none"> - Convenient one-stop service combining hair, skincare, and makeup. - Fixed locations that attract walk-in customers. - Recognised presence within the local community. 	<ul style="list-style-type: none"> - Makeup services are not their core focus, leading to less specialised expertise. - Limited emphasis on trending or niche makeup styles such as Thai makeup. - Less personalised customer experience compared to dedicated makeup studios.

Table 5.3.1 Competitor's strengths and weaknesses

5.3.2 SWOT Analysis

	Opportunities	Threats
Strengths	<p>Strength-Opportunity Strategy</p> <ul style="list-style-type: none"> - Leverage specialised expertise in Thai makeup aesthetics to meet the growing demand for trend-driven makeup styles among young adults and brides. - Utilise strong social media presence to showcase makeup portfolios, tutorials, and client transformations. - Offer affordable and customised makeup packages for events such as weddings and graduations. - Collaborate with photographers, wedding planners, and boutiques to expand visibility. 	<p>Strength-Threat Strategy</p> <ul style="list-style-type: none"> - Emphasise the distinctiveness of Thai makeup styles to differentiate Sawadee Glow Atelier from general makeup artists. - Build strong customer relationships through personalised services and consistent quality services. - Strengthen brand identity to compete effectively with well-established makeup studios. - Use customer reviews and visual results as social proof to maintain trust.
Weakness	<p>Weakness-Opportunity Strategy</p> <ul style="list-style-type: none"> - Partner with event organisers and beauty influencers to overcome limited brand recognition and increase exposure. - Use online booking platforms and social media inquiries to improve accessibility. - Gradually expand service offerings to attract new customers. - Participate in beauty events and pop-up collaborations to strengthen market presence. 	<p>Weakness-Threat Strategy</p> <ul style="list-style-type: none"> - Manage bookings efficiently to avoid overcommitment during peak seasons. - Invest in professional tools, products, and skill development to maintain service quality. - Develop clear pricing structures to remain competitive. - Continuously monitor beauty trends to prevent service from being outdated.

Table 5.3.2 Sawadee Glow Atelier's SWOT Analysis

5.4 Marketing Strategy

5.4.1 Product

Sawadee Glow Atelier is a specialised makeup service business that offers a distinctive approach to professional makeup artistry by focusing on Thai makeup aesthetics. The service combines modern beauty techniques with Thai-inspired makeup elements, characterised by sharp yet elegant features, flawless skin finishes, and refined eye and lip detailing. The makeup service is designed to enhance natural facial features while delivering a polished and sophisticated appearance suitable for special occasions such as weddings, photoshoots, graduations, and formal events. By emphasising precision, balance, and cultural inspiration, Sawadee Glow Atelier aims to provide clients with a unique makeup experience that stands out from conventional makeup services. Sawadee Glow Atelier prioritises the use of high-quality, skin-safe makeup products to ensure long-lasting results and client comfort. The services are customised according to individual preferences, skin type, and event requirements, allowing each client to achieve a personalised and confident look. Currently, the business focuses primarily on Thai makeup looks as its core service offering. However, as brand recognition and demand increase, additional makeup styles and services may be introduced in the future. The target market mainly consists of Millennials and Generation Z, including students, working professionals, and brides who value professional artistry, trend-driven looks, and culturally inspired aesthetics. Through its specialised service and creative approach, Sawadee Glow Atelier positions itself as a niche makeup service that blends modern beauty trends with distinctive Thai-inspired elegance.



Figure 5.4.1 Sawadee Glow Atelier's Results on Two People of Different Ages

5.4.2 Price

Sawadee Glow Atelier adopts a competitive and customer-oriented pricing strategy that offers affordable yet high-quality makeup services without compromising service quality. Despite being a niche makeup service specialising in Thai makeup aesthetics, the pricing is positioned to remain accessible to the target market while maintaining a premium service image. The pricing structure is developed based on the target market, which includes students, young working professionals, and brides, as well as benchmarking against competitors. Sawadee Glow Atelier offers makeup services at reasonable and competitive rates, making professional and specialised Thai makeup looks more attainable compared to higher-priced bridal studios that typically charge premium fees. Several pricing strategies are implemented to support this approach:

- Penetration Pricing

Sawadee Glow Atelier adopts a penetration pricing strategy by offering makeup services at competitive introductory prices to build brand awareness and attract a broader customer base. This approach allows the business to enter the market effectively and compete with existing makeup service providers. As brand recognition, demand, and customer trust increase, prices may be adjusted gradually to reflect the value and expertise of the service.

- Psychological Pricing

Psychological pricing is applied by setting service prices at slightly lower and non-rounded figures (for example, RM 149 instead of RM 150), creating a perception of a better value and affordability. This strategy makes the services appear more appealing to price-sensitive customers while maintaining a professional image.

5.4.3 Promotion

As a newly established makeup service in the market, Sawadee Glow Atelier focuses on its promotional strategy on building brand awareness and attracting first-time customers through a combination of social media marketing, visual storytelling, and strategic collaborations. The business aims to highlight its specialisation in Thai makeup aesthetics, emphasising professionalism, creativity, and cultural inspiration as key differentiating factors.

- Social Media Marketing

Sawadee Glow Atelier actively promotes its services through Instagram, TikTok, and Threads, using visually appealing and easy-to-understand content such as before-and-after makeup transformations, short makeup videos, behind-the-scenes content, customer reviews, and promotional announcements. Social media is selected as the primary platform as it is inexpensive, widely used, and highly effective in reaching the target market, who often discover beauty services through digital platforms.

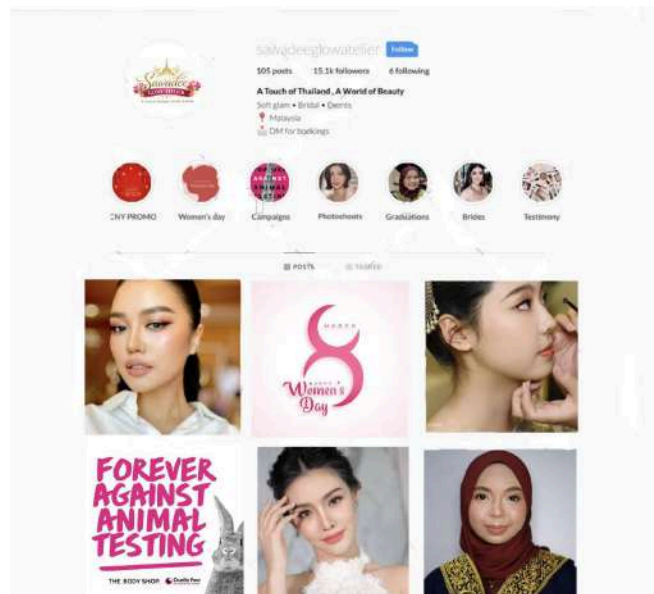


Figure 5.4.3.1 Sawadee Glow Atelier's Instagram Page

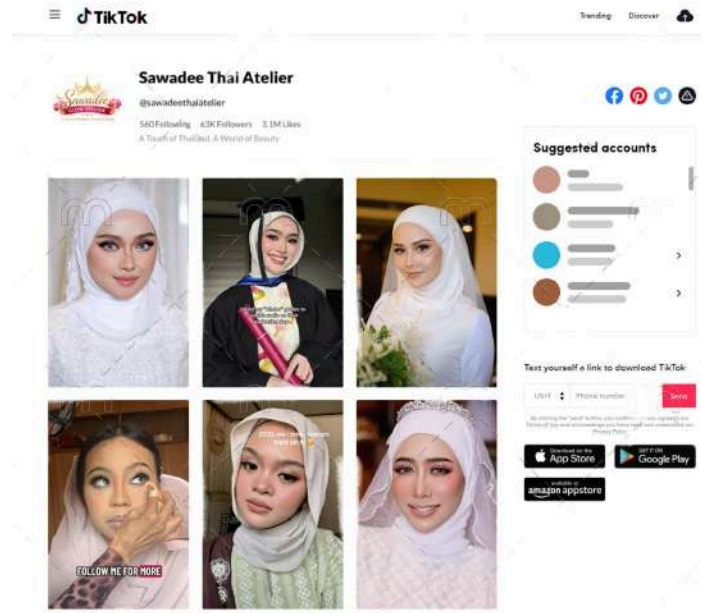


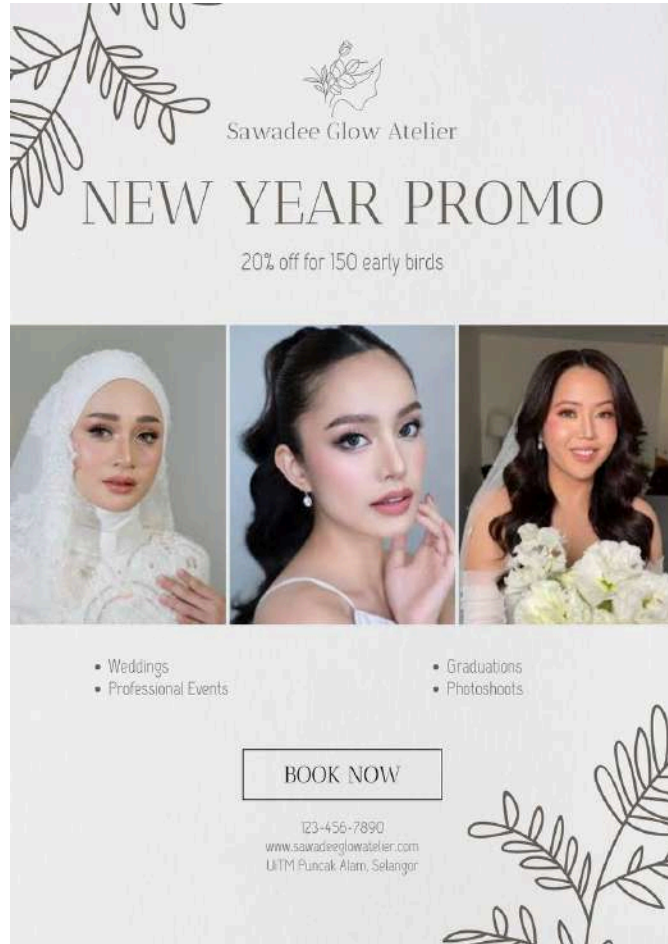
Figure 5.4.3.2 Sawadee Glow Atelier's TikTok Page

- Influencer and Micro-influencer Collaborations`

The business collaborates with local beauty influencers and micro-influencers to showcase Thai makeup looks through reviews, reels, and tagged posts. These collaborations help increase brand exposure, enhance credibility, and encourage trial among potential customers.

- Promotional Events and Giveaways

During the brand launch and selected periods, Sawadess Glow Atelier conducts giveaways and limited-time promotional offers, such as discounted first-time bookings or free consultations. These promotions aim to increase engagements, encourage trial, and attract new customers, especially during peak seasons.



The poster features a light grey background with a subtle floral pattern. At the top left, there is a decorative line-art illustration of a leafy branch. In the top center, the brand logo consists of a small floral emblem above the text "Sawadee Glow Atelier". Below this, the main headline "NEW YEAR PROMO" is written in a large, elegant serif font. Underneath the headline, the offer "20% off for 150 early birds" is displayed in a smaller, clean sans-serif font. The middle section of the poster is a horizontal strip containing three square photographs of women: the first is wearing a white hijab and a lace-trimmed garment; the second is a close-up of a woman with dark hair styled in a bun; the third is a woman with long dark hair holding a bouquet of white flowers. Below the photos, two columns of text list services: "Weddings" and "Professional Events" on the left, and "Graduations" and "Photshoots" on the right. A central white rectangular button with a thin black border contains the text "BOOK NOW". At the bottom center, the contact information is provided: the phone number "123-456-7890", the website "www.sawadeeglowatelier.com", and the address "U1TM Puncak Alam, Selangor". A decorative line-art illustration of a leafy branch is positioned in the bottom right corner.

Sawadee Glow Atelier

NEW YEAR PROMO

20% off for 150 early birds

- Weddings
- Professional Events
- Graduations
- Photshoots

BOOK NOW

123-456-7890
www.sawadeeglowatelier.com
U1TM Puncak Alam, Selangor

Figure 5.4.3.3 Sawadee Glow Atelier's New Year Promotion Poster

5.4.4 Place

The initial market focus of Sawadee Glow Atelier is Puncak Alam, allowing the business to build strong local brand awareness and establish customer trust within the community. By concentrating on this area first, the business can foster customer loyalty through consistent service quality and personalised engagement.

- Home-based Studio and On-site Services

Sawadee Glow Atelier operates primarily through a home-based studio in Puncak Alam and offers on-site makeup services for special occasions such as weddings, events, photoshoots, and graduations. Providing mobile makeup services allows greater convenience for customers and enables the business to reach clients beyond a fixed location while maintaining professional service standards.

- Online Platforms

Online platforms play a crucial role in reaching customers beyond Puncak Alam. Platforms such as Instagram, TikTok, WhatsApp, and other messaging applications are used for service promotion, bookings, and customer communication. These platforms are cost-effective, easily accessible, and highly suitable for start-up businesses. Through online channels, Sawadee Glow Atelier can showcase makeup portfolios, transformation videos, behind-the-scenes content, and customer reviews, allowing potential clients to assess service quality before making bookings. Online booking and communication also make it easier to serve customers from different locations, expanding market reach without the need for a physical storefront.

5.5 Sales tactic

To convert interest into actual bookings, Sawadee Glow Atelier will **implement limited-time promotional offers** as a primary sales tactic, especially during the brand's early stages and peak seasons. Introductory promotions such as first-time customer discounts, bundle pricing for group bookings, or special rates during festive periods will encourage potential customers to make quicker booking decisions. These time-sensitive offers create a sense of urgency, reducing

hesitation and increasing the likelihood of immediate conversion. By strategically applying promotions during high-demand periods such as wedding seasons, graduation months, and festive celebrations, the business can boost short-term sales while attracting new customers who may return for future services.

Another key sales tactic is **upselling and service bundling at the point of enquiry and booking**. When customers contact Sawadee Glow Atelier, they will be offered complementary add-on services such as premium lashes, personalised makeup looks, extended touch-up sessions, or multiple-look packages for long events. By presenting these options clearly during consultation, customers are encouraged to enhance their booking experience, which increases the average order value without requiring additional customer acquisition efforts. This approach allows the business to maximise revenue per client while still maintaining a personalised and professional service experience.

In addition, **simplified and flexible booking channels will be used** to reduce barriers between customer interest and purchase. Sawadee Glow Atelier will accept bookings through Instagram direct messages, WhatsApp, and other commonly used platforms, allowing customers to secure appointments quickly and conveniently. Easy communication, fast responses, and clear pricing information help build customer confidence and minimise drop-offs during the decision-making process. By making the booking process straightforward and accessible, the business increases the likelihood that interested individuals will follow through and confirm their appointments.

Lastly, to encourage repeat bookings and long-term customer retention, a **loyalty and referral programme will be introduced** as a sustained sales tactic. Returning customers may receive incentives such as discounts on future sessions, complimentary upgrades, or priority booking slots. At the same time, customers who successfully refer friends or family members will be rewarded with exclusive benefits, motivating them to actively promote the brand through word-of-mouth. This strategy not only helps maintain consistent sales but also turns satisfied customers into brand advocates, ensuring steady growth with minimal additional marketing costs.

5.6 Financial Plan For Marketing

Marketing Budget

Category	Monthly Budget (RM)	Period	Purpose
Social Media Advertising (Instagram and TikTok Ads)	300	Monthly (Ongoing)	To increase brand visibility, reach new customers, promote services, and drive enquiries and bookings through targeted advertisements
Content Creation (Photography and Short Videos)	200	Monthly	To produce high-quality photos and short-form videos for Instagram and TikTok that showcase makeup looks, clients transformations, and brand aesthetics.
Influencer and Micro-influencer Collaborations	150	Monthly/ Campaign-based	To collaborate with local micro-influencers or beauty creators to build trust, gain exposure, and attract new customers through authentic reviews.
Promotional Material (Digital Posters and Highlights)	100	Monthly	To design promotional visuals such as price lists, seasonal promotions, service highlights, and Instagram story templates.
First-time Customer Promotions and Discounts	150	Monthly	To support introductory discounts and

			limited-time offers that encourage first-time bookings and faster purchase decisions.
Loyalty and Referral Rewards	100	Monthly	To provide incentives such as discounts or service upgrades for repeat customers and successful referrals, encouraging customer retraining.

Table 5.6.1 Marketing Budget

Marketing Capital

Category	Monthly Budget (RM)	Period	Purpose
Social Media Advertising	3,600	First 12 months	To run paid Instagram and TikTok advertisements that target young adults, brides-to-be, and event customers, driving booking enquiries and brand awareness.
Content Creation and Branding	2,400	First 12 months	To fund professional photoshoots, makeup transformation videos, reels, and brand visuals that showcase Thai makeup artistry and enhance brand image.
Influencer and Collaboration Marketing	1,800	First 12 months	To collaborate with local photographers, models, and micro-influencers to increase exposure, credibility, and trust among potential customers.
Promotion Material and Digital Assets	1,200	First 12 months	To design digital posters, service menus, Instagram highlights, and limited physical materials for

			promotions and collaborations.
Introductory Promotions and Discounts	1,800	First 6-12 months	To support first-time booking discounts, seasonal promotions, and bundle packages that encourage trial and conversion.
Loyalty and Referral Rewards	1,200	First 12 months	To reward repeat customers and referrals through discounts, complimentary add-ons, or exclusive offers, strengthening customer retention.

Table 5.6.2 Marketing Capital

6.0 OPERATIONS PLAN

6.1 Development

6.1.1 Research and Development

Thai makeup is known to have soft glam looks, precise contouring, and glowing skin techniques. Sawadee Glow Atelier offers Thai makeup for the bride. As we know, Thai makeup is not really common in Malaysia for the past years. The techniques originate from a different cultural and environmental context. Through R&D, these techniques can be studied, tested, and adapted to suit the skin tones, facial features, and beauty preferences of Malaysian brides. This helps ensure that the makeup enhances natural beauty while remaining culturally appropriate and appealing to local customers. Ongoing R&D ensures that the business remains relevant, innovative, and aligned with current market demands. The purpose of this Research and Development (R&D) report is to evaluate the feasibility, market potential, and innovation opportunities for a Thai bridal makeup business in Malaysia.

6.1.2 Source of Equipment

Sawadee Glow Atelier gets our makeup products mainly from Sephora. Other than Sephora, we also use makeup products from local brands like Alha Alfa and Sobella but most of our products are from Sephora. The reason is because it offers high-quality, authentic, and professionally trusted beauty brands that meet the standards required for premium makeup services. They also provide a wide range of international and professional-grade brands that are well known for their performance, durability, and safety. These products are suitable for bridal and long-hour events, ensuring makeup remains flawless under different lighting conditions and throughout the day. In addition, Sephora offers products that cater to diverse skin tones and skin types, which is essential in Malaysia's multicultural context. This allows Sawadee Glow Atelier to customize makeup looks effectively for each client.

Other than makeup products, we also need to have proper equipment for storage and organising the products so we bought it from MR D.I.Y. and Daiso for an affordable price but with good

quality. Usually, we bought storage to store the makeup products and tools from MR D.I.Y and Daiso like an organiser, rack, and basket. Other than that, photography and lighting we bought from 180 camera and Gs Studio lighting because out of every other place we went to survey, this place is the cheapest but has good quality together with good after service. The reviews from the customer also said the same. Lastly, for furniture and studio setup we choose IKEA and Zontiga. Most of the products at IKEA are aesthetically pleasing and minimalist which is suitable for our studio concept. They also have a wide range of furniture from table to sofa so it is a one stop centre where we can get anything at one place. Other than IKEA, we also got the studio setup from Zontiga.

Makeup products	Source of Equipment
Makeup products	Sephora USA, Inc Euphora HQ
Brushes and tools	Sephora USA, Inc Euphora HQ
Sanitation and hygiene	MR. D.I.Y. ECOMMERCE (M) SDN BHD Daiso Malaysia Group Sdn. Bhd
Extra kit	MR. D.I.Y. ECOMMERCE (M) SDN BHD Daiso Malaysia Group Sdn. Bhd
Storage and organization	MR. D.I.Y. ECOMMERCE (M) SDN BHD Daiso Malaysia Group Sdn. Bhd Sephora USA, Inc Euphora HQ
Photography	180 Camera @ Berjaya Times Square
Lighting	GS Studio Lighting Equipment
Furniture and studio setup	IKEA Southeast Asia Sdn. Bhd. Zontiga KL

Table 6.1.2 The Sawadee Glow Atelier Source of Makeup Products

6.1.3 Process Workflow

The process workflow of Sawadee Glow Atelier is designed to ensure efficient service delivery, high-quality makeup application, and customer satisfaction. The workflow begins with the client inquiry stage, this is where the customers who are interested with our service will contact us through Whatsapp or email to gain information regarding the service type, preferred date, time, and location. A quotation is then provided, and the booking is confirmed upon receipt of a deposit or full payment.

Following the booking confirmation, a consultation session is conducted to understand the client's preferences and requirements. This includes discussing the desired makeup style, skin type, facial features, and the nature of the event. The customer can also bring their mood board to make us understand their preferences and what they want for their big day. Based on this consultation, a suitable makeup artist is assigned, and the service schedule is finalized.

The preparation stage involves sanitising all makeup tools and equipment to comply with hygiene standards. Other than that, the staff also need to prepare beforehand the equipment that they will bring if the makeup session is not done in the studio. For on-site services, portable makeup kits and transportation arrangements are organized in advance to ensure punctuality. Makeup products and tools are prepared according to the service requirements. The staff also need to make sure to pack touch up kits for the bride to touch up later on.

The service delivery stage includes skin preparation, makeup application using Thai makeup techniques, and hairstyling or hijab styling if required. Final touch-ups are performed to achieve a polished look, and client approval is obtained before the service is completed.

After the service, post-service activities are carried out, including tool cleaning and sanitization, documentation of the service, and collection of client feedback. With the client's consent, photographs may be taken for portfolio and marketing purposes. The workflow concludes with a follow-up process, where the studio maintains communication with clients to encourage reviews, repeat bookings, and long-term customer relationships.

Stage	Steps/action	Notes
-Inquiry/booking	<ul style="list-style-type: none"> - Client contacts via WhatsApp, email, or social media. - Discuss date, time, location, and type of makeup (bridal, event, photoshoot). 	<ul style="list-style-type: none"> - Confirm availability - Send price list & service options
Consultation/trial	<ul style="list-style-type: none"> - Arrange trial sessions (if bridal or high-profile clients). - Discuss client preferences, skin type, and style. - Take reference photos. 	<ul style="list-style-type: none"> - Note client skin tone, allergies, or sensitivities - Prepare product plan for the main event
Preparation/planning	<ul style="list-style-type: none"> - Prepare makeup kit and backup products. - Charge lights, brushes, and other equipment. - Pack portable studio gear if traveling. 	<ul style="list-style-type: none"> - Check lighting setup if studio session - Label brushes and palettes for hygiene
Start the makeup session	<ul style="list-style-type: none"> - Skin prep - Start the session - Snap some pictures for portfolio and marketing 	<ul style="list-style-type: none"> - Follow what they have discussed with the customer before
Follow-Up & Marketing	<ul style="list-style-type: none"> - Send a thank-you message. - Ask permission to post photos on social media. - Encourage reviews and referrals. 	<ul style="list-style-type: none"> - Build portfolio & client trust - Offer loyalty discounts if applicable

Table 6.1.3.1 : Process Workflow of The Sawadee Glow Atelier

6.2 Production

6.2.1 Production Workflow

Services	Figures
Planned production rate per day	3 customers/day
Workers production time	8 hours
Workers standard production time per unit	1 customer/4 hours

Table 6.2.1.1 Manpower Planning of The Sawadee Glow Atelier

Office/Studio	Services
Operating hours: 8 hours/ day 9.00 am - 5.00 pm (1 hour break)	Operating hours: Flexible Depends on the customer slot
Working Days = 6 days/week Monday - Saturday	Flexible

Table 6.2.1.2 The Sawadee Glow Atelier's Working Operation

STEP	TASK	TIME
1	Booking	30 minutes - 1 hour
2	Consultation	2 hour - 3 hour
3	Planning	1 hour - 2 hour
4	Start the makeup session	3 hour - 4 hour
5	Follow up after services	15 minutes - 30 minutes

Table 6.2.1.3 The Sawadee Glow Atelier’s Production Workflow

6.2.2 Daily Output Capacity

OUTPUT	CAPACITY
Output per day	Studio: 1 customer/ 4 hour On site : 1 customer / 5 hour (include the time for travelling but depends on the location)
Output per month	Studio: 18 customer/ month On site: 18 customer/ month
Output per year	Studio: 216 customer/year On site: 216 customer/year

Table 6.2.2.1 The Sawadee Glow Atelier’s Output Capacity

6.3 Facilities

6.3.1 Location of the business

Sawadee Glow Atelier located at **Eco Grandeur, Puncak Alam**. The reason why we decided to open at Eco Grandeur is because of its strategic location. Eco Grandeur is situated in a rapidly developing township with easy access to major roads and most of the residential areas here are middle to high income residential neighborhoods. It aligns with the Sawadee Glow Atelier target market. Other than that, this building also gives a clean and modern look that will give a luxurious look for our business image. Hence, the customer will have a great and comfortable experience when they come to visit our shop.

The facilities here are great because it provides ample parking space so it is easy for our customers to park their car anywhere without feeling stressed. This neighbourhood is also surrounded with lots of FnB shop lots so after they are done with the meeting or discussion with Sawadee Glow Atelier, they can go around here to fill up their tummy.



Figure 6.3.1: Location of the Sawadee Glow Atelier

6.3.2 Operation Layout

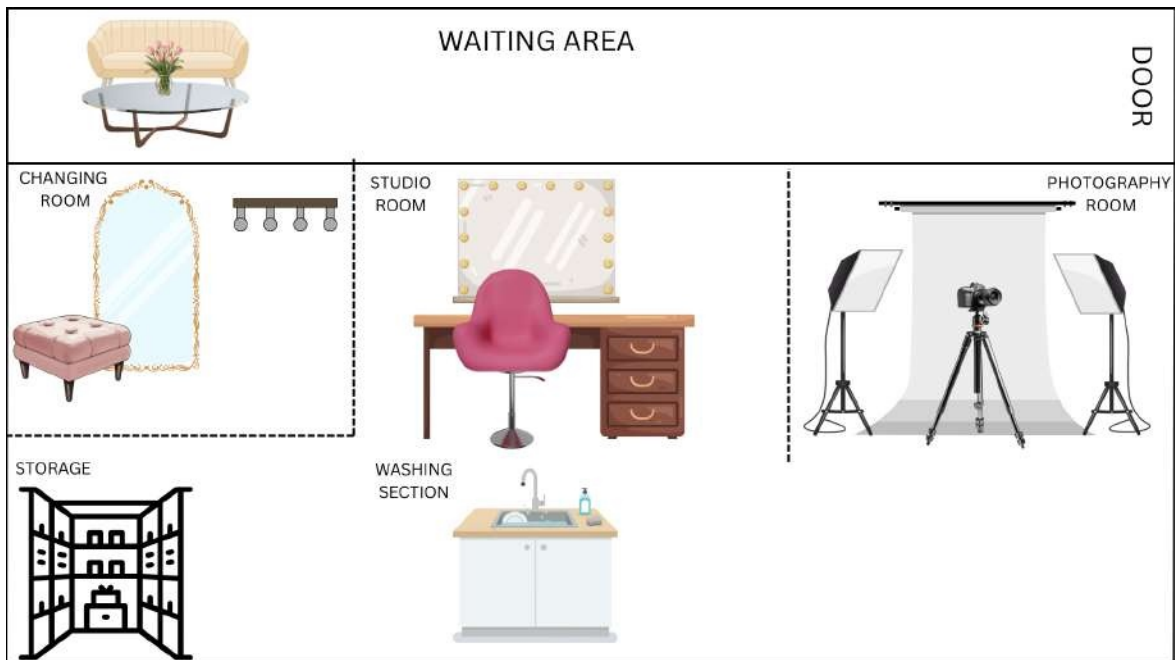


Figure 6.3.2.1: Studio layout

Above is our studio layout for the makeup artist to use during the makeup session with the customer or to practice their skills. The studio layout is designed to ensure smooth workflow, client comfort, hygiene, and professional service delivery, while separating service areas from administrative and storage areas. At the entrance, the customer will see the waiting area first when they step in. The waiting area is for the customer to wait for their friends, family or the bride to get ready. Sometimes, customers also need to sit here while waiting for their session. Then, we have a changing room for the customer to change into their outfit before or after the makeup session is done and beside the changing room is the makeup studio which will be used for the makeup session. Next to the makeup studio is a photography studio where we will shoot some video and photo for the customer as well as to build our portfolio. We also put a storage section to store our makeup products and other things. Lastly is the washing section to wash all the equipment that was used during the makeup session. It also ensured the hygiene for all the customer were taken care.

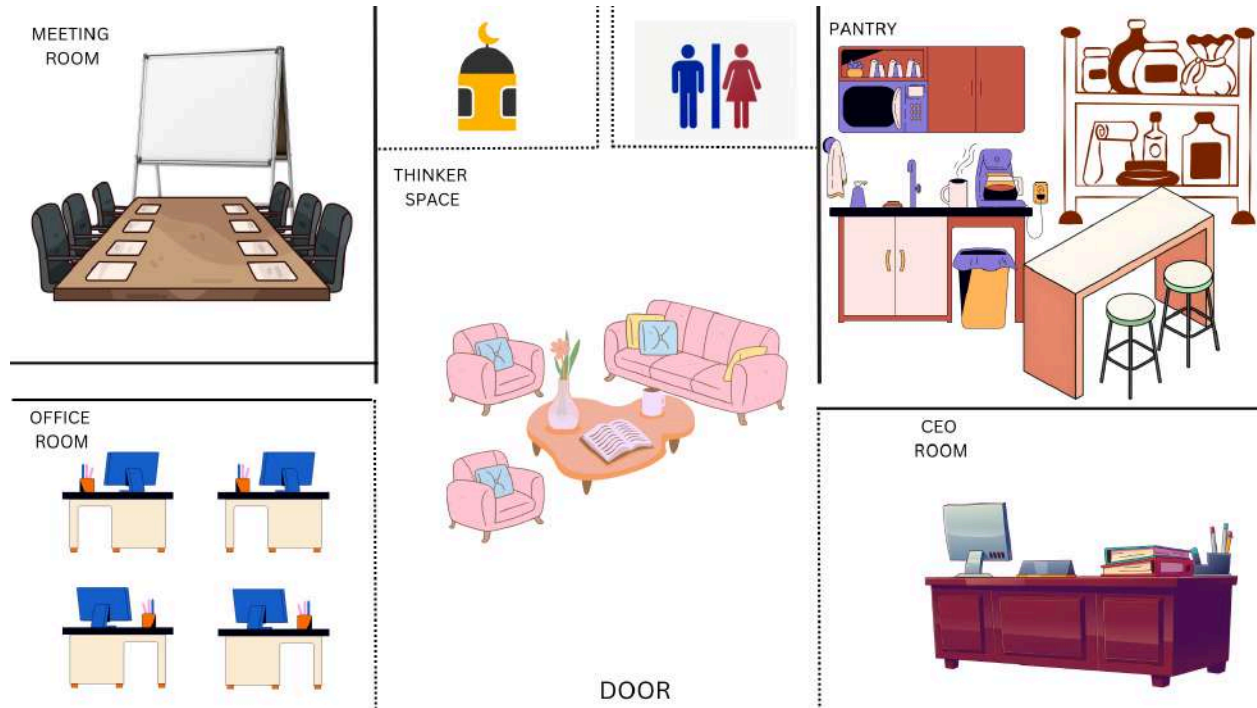


Figure 6.3.2.2: Office layout

The office layout is designed to support efficient administration, smooth communication, and secure record management, while remaining compact and functional within a makeup studio environment. Firstly, we have thinker space. This is the space for the workers to meet the customer before going further for the discussion and also for them to find ideas or even to just sit and relax after a long day of work. We also provide toilets and prayer rooms for Muslim workers. Next to it is the pantry where the workers can chill there to eat or snack. The director also provided food and drinks for the workers and also to give to the customer when they came for consultation. In front of the pantry room is the director room. On the other part of the office is a meeting room for the workers to hold a meeting or discuss within them and in front of the meeting room is an office room. The office room is only for the administrative staff.

6.3.3 Operation Overhead

NO	ITEM	COST YEARLY
1	Rental (RM 4500 X 12 month)	RM 54 000
2	Utilities (RM 1000 x 12 month)	RM 12 000
3	Equipment & Maintenance	RM 2500
5	Cleaning & Studio Maintenance	RM 300
6	Insurance & Licenses	RM 17 500
	Total	RM 86 300

Table 6.3.3 Overhead cost

6.3.4 License, Premises and Regulations Required

NO	LICENSE	ISSUING AUTHORITY	PURPOSE	ESTIMATED COST
1	Business Name Registration	Suruhanjaya Syarikat Malaysia (SSM)	Register “Sawadee Glow Atelier” as a business entity (Sole Proprietor, Partnership, or Sdn Bhd)	RM150
2	Shop / Premises License	Majlis Perbandaran Kuala Selangor (MPKS)	Confirms business location meets safety and zoning regulations	RM300
3	Beauty & Makeup Services	Babarabeer makeup class	Specializes in Thai makeup look	RM10000
4	Fire Safety Clearance	BOMBA	Ensure premises comply with fire safety regulations	RM300 - RM500 (one time)

Table 6.3.4 License, permits and regulations required to operate

6.4 Staffing

POSITION	MAIN DUTIES	QUANTITY
Marketing & Branding Executive	<ul style="list-style-type: none"> ● Developing marketing strategies ● Brand management ● Public relations 	1
Customer Service & Booking Coordinator	<ul style="list-style-type: none"> ● Customer service management ● Booking management ● Administrative tasks 	1
Hygiene & Sanitation Supervisor	<ul style="list-style-type: none"> ● Cleaning & sanitation management ● Healthy & safety standard ● Customer & employee satisfaction 	1
Senior makeup artist	<ul style="list-style-type: none"> ● Consult with customers ● Makeup application ● Managing makeup team 	1
Assistant makeup artist	<ul style="list-style-type: none"> ● Assist senior makeup artist ● Setting up & organising makeup tools ● Team support and collaboration 	1

Table 6.4.1 Staffing needs and key role

6.4.2 Employee Type and Sourcing

POSITION	QUALIFICATION	EMPLOYMENT TYPE	SOURCING METHOD
Marketing & Branding Executive	Bachelor	Full time (RM4500/month)	Local job portals, social media ads, experienced staff for SME industry
Customer Service & Booking Coordinator	Bachelor	Full time (RM2800/month)	UiTM graduates via internships, local job portals, social media ads
Hygiene & Sanitation Supervisor	Bachelor	Full time (RM2500/month)	UiTM graduates via internships, local job portals, social media ads
Senior makeup artist	SKM Certificate level 5	Full time (RM4000/month)	Local job portals, social media ads
Assistant makeup artist	SKM Certificate level 5	Full time (RM3000/month)	Local job portals, social media ads

Table 6.4.2 Employment type

6.4.3 Training and Development

To ensure our customers get the best experiences during their big day, we only hired a good and trained staff to deliver the good service. Training and development play a crucial role in ensuring the quality and consistency of services at Sawadee Glow Atelier. As a professional makeup service specialising in Thai makeup styles, continuous training is necessary to enhance technical skills, creativity, and service standards.

All makeup artists will undergo structured training programmes to improve their competency in makeup techniques, hygiene practices, customer service, and the latest beauty trends. The training also ensures compliance with industry standards and professional ethics. The objectives from this training is to enhance technical makeup skills, to improve customer communication and consultation skills, to keep makeup artists updated with current trends and techniques.

Technical makeup training

- Advanced Thai makeup techniques, bridal makeup, contouring, and skin preparation
- Learned the skills and practice it

Hygiene & safety training

- Sanitation of tools, personal hygiene, and skincare safety
- How to store the makeup tools

Customer service training

- Client consultation, professionalism, and handling customer expectations
- Skills to entertain the customer and ways to handle the customer

Product knowledge training

- Understanding makeup products, skin types, and correct application
- Understand the ingredient and what should be avoid

Continuous skill development

- Workshops, masterclasses, and trend updates
- Keep up with the trend to stay relevant

6.5 Equipment

6.5.1 Studio Equipment

ITEM	QUANTITY	ESTIMATED COST (RM)	LEASE OR PURCHASE	SOURCES
Studio lights	2	600	Purchase	GS Studio Lighting Equipment
Camera & lenses	1	5000	Purchase	180 Camera @ Berjaya Times Square
Backdrops & props	2	500	Purchase	GS Studio Lighting Equipment
Makeup studio equipment	3	2000	Purchase	IKEA Southeast Asia Sdn. Bhd. Zontiga KL
Studio furniture	3	3000	Purchase	IKEA Southeast Asia Sdn. Bhd. Zontiga KL
TOTAL		11 100		

6.5.1 List of studio equipment

6.5.2 Makeup Equipment

ITEM	QUANTITY	ESTIMATED COST (RM)	LEASE OR PURCHASE	SOURCES
Makeup brushes	5	1500	Purchase	Sephora
Makeup prepping	2	500	Purchase	Sephora Watsons Guardian
Makeup mixing palette	3	300	Purchase	Euphora
Beauty blender	5	150	Purchase	Sephora Euphora
Eyelash curler	3	60	Purchase	Euphora
Makeup remover	3	60	Purchase	Watsons Guardian
Disposable makeup kit	20	100	Purchase	Shopee
Mascara	5	200	Purchase	Euphora Sephora
Lipstick and lip gloss	10	300	Purchase	Euphora Sephora
False eyelashes	10	200	Purchase	Euphora
Eyeshadow palette	2	600	Purchase	Sephora Euphora
Foundation	10	2000	Purchase	Sephora
Lip pencil	5	200	Purchase	Euphora Sephora
Eyeliners	3	200	Purchase	Sephora Euphora

TOTAL		6370		
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6.5.2 List of makeup equipment

6.5.3 Office Equipment

ITEM	QUANTITY	ESTIMATED COST (RM)	LEASE OR PURCHASE	SOURCES
Computers & accessories	4	10 000	Purchase	Machines
Printers & scanners	1	2000	Purchase	Topic Technology
Furniture	6	40000	Purchase	IKEA Southeast Asia Sdn. Bhd. Zontiga KL
Stationery and supplies	10	500	Purchase	Shopee Malaysia MR. D.I.Y. ECOMMERCE (M) SDN BHD Daiso Malaysia Group Sdn. Bhd
TOTAL		16 500		

Table 6.5.3 List of office equipment

7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

7.1 Management Team

Sawadee Glam Atelier operates as a limited partnership company registered under the Companies Commission of Malaysia (SSM), where all partners share responsibilities, capital contributions, risks, and profits in managing the business. This structure allows the company to operate as a legally recognized and professionally managed organization, supported by collaborative decision-making and diverse managerial expertise. The company is jointly managed by six partners which are Nur Aliah Natasya binti Rosali, Nur Khairunnisa binti Akhtar Ali, Nur Farahayunie binti Mat Nawati, Muhammad Danish Haikal bin Azran, Nurul Adrini binti Saufi, and Edlyna Suraya binti Mohd Tahir in which each entrusted with specific roles that contribute to operational efficiency, service quality, financial stability, and the long-term strategic growth of Sawadee Glam Atelier.



Figure 7.1 Organizational Chart

At Sawadee Glam Atelier, Nur Aliah Natasya binti Rosali serves as the Chief Executive Officer (CEO), with responsibility for strategic leadership, organizational direction, and high-level decision-making to ensure sustained business growth and operational stability. Nur Khairunnisa binti Akhtar Ali holds the position of Senior Makeup Artist, overseeing service quality, establishing artistic and technical standards, and supervising professional makeup execution, while Nur Farahayunie binti Mat Nawi serves as the Makeup Artist Assistant, supporting daily operations and assisting in client-based makeup services. Muhammad Danish Haikal bin Azran is assigned to the role of Marketing and Branding Executive, managing promotional activities, digital presence, and market engagement to enhance brand visibility and customer outreach. In addition, Nurul Adrini binti Saufi functions as the Customer Service and Booking Coordinator, responsible for client communication, appointment scheduling, inquiry management, and overall customer support to ensure a seamless service experience. Finally, Edlyna Suraya binti Mohd Tahir undertakes the role of Hygiene and Equipment Manager, ensuring compliance with sanitation standards, proper maintenance of tools and materials, and efficient inventory control to maintain a safe, hygienic, and professional working environment.



CHIEF EXECUTIVE OFFICER (CEO)

Name	Nur Aliah Natasya binti Rosali
Identity Card Number	911101-05-9602
Age	35 years old
Permanent Address	No. 15 Alam Mewah, Seksyen U15/12 Shah Alam, 40170, Selangor
E-mail	aliah03@gmail.com
Telephone Number	019-9982186
Marital Status	Married
Academic Status	Bachelor of Business Administration (Hons)
Course Attended	<ul style="list-style-type: none">● Entrepreneurship & Small Business Management● Strategic Leadership & Organizational Growth Workshop● Financial Planning & Budget Management
Skills	<ul style="list-style-type: none">● Strategic business planning● Financial oversight● Operational leadership
Experiences	<ul style="list-style-type: none">● Internship at The Body Shop Malaysia as Business Operations (2015)● Manager at Watsons Malaysia (2017-2024)● Directed the establishment and operational management of Sawadee Glam Atelier, including financial planning, budgeting, and strategic decision-making (2025)



MAKEUP ARTIST

Name	Nur Khairunnisa Binti Akhtar Ali
Identity Card Number	950629-02-8254
Age	31 years old
Permanent Address	Sentrovue Service Apartment A, Jalan Ppaj, 42300, Puncak Alam Selangor.
E-mail	submentnk26@gmail.com
Telephone Number	011-18718300
Marital Status	Married
Academic Status	Bachelor in Beauty and Hair Management (Hons)
Course Attended	<ul style="list-style-type: none">● Advanced Makeup Techniques (editorial, runway, photoshoot)● Personal Hygiene & Makeup Sanitation● Skin Prep & Skincare for Makeup Artists
Skills	<ul style="list-style-type: none">● Technical Makeup Skills (Base, Eyes, Skin-Matching)● Hygiene & Professional Practice● Client Communication & Consultation
Experiences	<ul style="list-style-type: none">● MUA for KL Fashion Week (2021)● MUA for Thai Makeup look at Bangkok (2022-2024)● Internship at Pro Makeup Artist Malaysia in Shah Alam (2019)



MAKEUP ARTIST ASSISTANT

Name	Nur Farahyunie Binti Mat Nawi
Identity Card Number	981210-14-3394
Age	28 years old
Permanent Address	156, Jalan Eco Grandeur 2/1D, 42300, Puncak Alam, Selangor
E-mail	nfarahayunie@gmail.com
Telephone Number	011-14920249
Marital Status	Single
Academic Status	Bachelor in Beauty and Hair Management (Hons)
Course Attended	<ul style="list-style-type: none">● Professional Thai Bridal Makeup Masterclass● Advanced Makeup Techniques and Face Structure Analysis● Beauty Industry Client Consultation & Service Handling
Skills	<ul style="list-style-type: none">● Assisting senior artist during client makeup sessions● Preparing makeup tools, brushes and product setup● Performing light makeup tasks such as base and lip application
Experiences	<ul style="list-style-type: none">● Internship at A Cut Above Salon (KLCC) as Makeup Assistant (2023)● Assisted in Thai-style Bridal Makeup Sessions for Clients (2025)



MARKETING & BRANDING EXECUTIVE

Name	Muhammad Danish Haikal bin Azran
Identity Card Number	941022-05-2201
Age	32 years old
Permanent Address	Blok Kasih, Astana Alam 3, Puncak Alam Fasa 3, Puncak Alam, 42300, Selangor.
E-mail	danishhaikal19@gmail.com
Telephone Number	011-58889915
Marital Status	Single
Academic Status	Bachelor of Marketing (Hons)
Course Attended	<ul style="list-style-type: none">● Digital Marketing Strategy (Google Digital Garage)● Social Media Branding for Small Businesses● Advertising & Market Engagement Workshop
Skills	<ul style="list-style-type: none">● Content creation and promotional planning● Social media management● Market research and customer outreach
Experiences	<ul style="list-style-type: none">● Internship at Sephora Malaysia Marketing Team as Social Media Support (2018)● Managed online marketing and promotions for beauty services at Sephora Malaysia (2020-2025)



CUSTOMER SERVICE & BOOKING COORDINATOR

Name	Nurul Adrini binti Saufi
Identity Card Number	940204-10-0421
Age	32 years old
Permanent Address	19, Puncak Bestari 2/4, Jalan Puncak Bestari, Bandar Puncak Alam, Selangor.
E-mail	adrinisaufi54@gmail.com
Telephone Number	017-9092682
Marital Status	Married
Academic Status	Bachelor of Science in Hospitality Management (Hons)
Course Attended	<ul style="list-style-type: none">● Customer Relations & Professional Communication● Appointment Scheduling & CRM Systems● Client Handling & Feedback Management Workshop
Skills	<ul style="list-style-type: none">● Customer inquiry handling● Booking coordination● Client communication professionalism● Multilingual (Malay, English, Thai & Mandarin)
Experiences	<ul style="list-style-type: none">● Internship at Concorde Hotel Shah Alam (2018)● Managed customer bookings & inquiries at Empire Hotel Subang (2020-2024)



HYGIENE & EQUIPMENT MANAGER

Name	Edlyna Suraya binti Mohd Tahir
Identity Card Number	970717-11-5602
Age	29 years old
Permanent Address	50, Jalan Teratai 2/1, Saujana Utama 3, 47000, Sungai Buloh, Selangor
E-mail	edlynasurayayaa99@gmail.com
Telephone Number	011-60984321
Marital Status	Single
Academic Status	Bachelor of Health Science (Hons)
Course Attended	<ul style="list-style-type: none">● Workplace Sanitation for Beauty Services● Tools Sterilization & Infection Control Workshop● Occupational Safety & Compliance Training
Skills	<ul style="list-style-type: none">● Hygiene monitoring & sanitation● Makeup tools sterilization● Safety compliance enforcement
Experiences	<ul style="list-style-type: none">● Internship at Tony & Guy Malaysia as Hygiene & Tool Management (2021)● Implemented professional hygiene standards in beauty service environment at Euphora cosmetics store in Penang (2022-2024)

7.2 External resources and services

Resource/ Services	Purpose	Frequency	Provider/ Contact	Estimated Cost (RM)
Tax Consultant	Advise on tax filing and compliance	Annually	MYTax Advisory Consultancy	RM800/year
Marketing & Branding Consultant	Guide branding and promotional strategy	Quarterly	Glow Creative Marketing Solutions	RM500/session
Business Legal Advisor & Lawyer	Review contracts and legal matters	As needed	Hanis & Partners Legal Consultancy	RM1200/consultation
Accounting & Bookkeeping Service	Financial management & tax compliance	Monthly	Azwan & Co. Accounting Services (Kuala Lumpur)	RM300/month
Makeup Industry & Technical Advisor	Ensure service quality and trend alignment	Quarterly	Thai Glam Artistry Consultant	RM400/session
Human Resource Consultant	Advise on employment and payroll matters	As needed	TalentEdge HR Consultancy	RM300/visit
Insurance Agent	Provide business insurance coverage	Annually	AIA Business Protection	RM1,000/year

Table 7.2 : List of External Resources and Services

7.3 Human resources (Full Time Staff) & Part Time Staff

Name and Position	Total	Monthly Salary (RM)	EPF 13% (RM)	SOSCO (RM)	SHARE OF OWNERSHIP	TOTAL (RM)
Chief Executive Officer (CEO) <ul style="list-style-type: none"> Nur Aliah Natasya binti Rosali 	1	3,000.00	390	35	25%	3,425.00
Senior Makeup Artist <ul style="list-style-type: none"> Nur Khairunnisa binti Akhtar Ali 	1	2,500.00	325	30	20%	2,855.00
Makeup Artist Assistant <ul style="list-style-type: none"> Nur Farahayunie binti Mat Nawi 	1	1,800.00	234	25	15%	2,059.00
Marketing Executive <ul style="list-style-type: none"> Muhammad Danish Haikal bin Azran 	1	2,000.00	260	25	15%	2,285.00
Customer Service & Booking Coordinator <ul style="list-style-type: none"> Nurul Adrini bini Saufi 	1	1,800.00	234	20	15%	2,054.00
Hygiene & Sanitation Supervisor <ul style="list-style-type: none"> Edlyna Suraya binti Mohd Tahir 	1	1,700.00	221	20	10%	1,941.00
Total	6	12,800.00	1,664	155	100%	14,619.00

Table 7.3 Management Compensation and Ownership of Sawadee Glow Atelier

PART TIME STAFF

Position	No	Salary x hour x 26 days
Part-Time Makeup	1	RM8 x 4hours x 26= RM832
Event Runner	1	RM8 x 3hours x 26= RM624
Total	2	RM832+RM624=RM1,456

Table 7.3.1 Management Compensation and Ownership of Sawadee Glow Atelier

TOTAL= RM14,619 + RM1,456

= RM16,075

7.4 Advisory board

No	Name	Expertise	Role/ Contribution
1	Puan Norliza Ahmad	Entrepreneurship & Retail Management	Provides guidance on business growth strategies, customer experience and operational efficiency.
2	Faizuddin bin Rahman	Financial Planning & Accounting	Advises on budgeting, cost control, pricing strategy and financial risk management.
3	Dr. Aisyah binti Zulkifli	Marketing & Branding Strategy	Supports brand positioning, digital marketing direction and customer engagement strategies.
4	Mohd Hafiz bin Latif	Human Resource Development	Advises on staff training, performance management and organizational structure.
5	Siti Farhana binti Rosli	Legal & Business Compliance	Ensures business complies with licensing, regulatory requirements and contract matters.

Table 7.4: Advisory Board

7.5 Organizational Budget

Administrative Expenditure Budget	
	RM
Fixed asset	
Office furniture	1,200
Basic computer/ laptop	2,000
Storage/ cabinet	500
Working capital	
Studio rent (RM1,200 x 12)	14,400
Utilities (RM250 x 12)	3,000
Salary (RM21,906 x 12months)	262,872
Office supplies & stationary (RM80 x 12 months)	960
Communication (phone/mobile internet) (RM100 x 12 months)	1,200
Other expenditure	
Insurance (studio/ business)	400
Maintenance & repairs	200
Pre-operations	
SSM Registration & licenses	150
Initial branding & promotion	500
TOTAL	287,382

Table 7.5: Administrative Expenditure Budget

8.0 FINANCIAL PROJECTION

8.1 Start up Cost

A) Start-Up Costs	Cost	Own Contribution	Loan
Capital Expenditure : Administrative			
laptop		6000	
printer		400	
car		55000	
office studio rent		550	
office studio furnitures		5500	
office studio equipments		4000	
POS system		1700	
signboard		2000	
			75,150
Capital Expenditure : Operations			
studio equipment			
vanity desk	200		
vanity chair	200		
glamcor light	3000		
photography gear	1500		
UV sterilizer	200		
beauty case	300		
		5400	
makeup kit			
Saie Super Glowly Gel	140		
Armani Luminous Silk Foundation	149		
NYX Bare With Me Concealer	60		
Maybelline Superlock Brow Gel	40		
L'Oreal Faux Brow Pen	30		
e.l.f. Camo Liquid Blush	50		
Urban Decay Eyeshadow Primer Potion	130		

Makeup by Mario Soft Sculpt Skin Enhancer Bronzer	150		
Fenty Contour Duo Stick	120		
Makeup by Mario Surreal Skin Setting Powder	140		
One/Size Powder Melt Setting Spray	60		
Huda Beauty Blush Filter Blurring Palette	140		
Lunar Beauty Nude Prism Eyeshadow Palette	120		
Judy Doll Contour Palette	50		
Hung Van Ngo Waterproof Eyeliner	60		
L'Oréal Lash Paradise Waterproof Mascara	50		
Clio Kill Lash Superproof Mascara	80		
Mac Cosmetics Soft Spoken Velvet Lip Crème	100		
professional makeup brush	100		
makeups tools	100		
		1869	
One-Time Start-up Expenditure			
business launching		1800	
business insurance		1500	
office supplies		1500	
			4800
Other Pre-Operations Expenditure			
business card		2000	
advertisement		550	
road tax		180	
business registration		60	
business premise license		500	
			3290
TOTAL	7,269	90,509	83,240

Table 8.1 : Start Up Cost

8.2 Working Capital

WORKING CAPITAL (MONTHLY)	RM	FIXED	VARIABLE
	RM	RM	RM
Marketing			
Advertisement	180	180	
Transportation	500	500	
<i>Remunerations</i>			
Marketing Manager			
Assistant			
Staff			
	9700	9700	
Administrative			
Studio rent	6000	6000	
Maintenance and utilities cost	5500		
<i>Remunerations</i>			
General Manager			
Administrative Manager			
Financial Manager			
Human Resource Manager			
Assistant			
Staff			
	36800	36800	
Operations			
<i>Purchases</i>			
Makeup kit restock			2500
Disposable hygiene supplies			400
	1800		
<i>Remunerations</i>			
Operational Manager			
Assistant			
Staff			
	9700		
Other Expenditure			

Total Working Capital	70,180	53180	2900
Total Working Capital Required	126260		
Working Capital + Contingencies (5%)	(126260) + (5% x 126260) = 132,573		

Table 8.2: Working Capital

8.3 Start-up Capital and Financing

ESTIMATED START-UP CAPITAL	
FINANCING	
Equity : Share & Venture Capital	500,000
Loan	300,000
Annual Interest Rate	5%
Loan Duration (years)	5

Table 8.3.1 Financing and Loan

9.0 CONCLUSION

In conclusion, Sawadee Glow Atelier has a solid core and root in order to thrive in the makeup industry. By providing the luxurious Thai-style makeup service with a good price for people of all classes, the business not only introduces such a unique strategy but also promotes Thai-style makeup, which emphasizes natural yet presentable beauty. This uniqueness gives Sawadee Glow Atelier an outstanding edge compared to other massive and famous products and services, making it such a premium yet affordable service for clients who seek something different. Sawadee Glow Atelier also has a strong branding and strong marketing strategy. From strategic location, social media engagement, staff's professionalism and friendliness until the usage of technology helps to guarantee long-term success for the business.

Sawadee Glow Atelier is a business that is ready to thrive, grow and become a successful brand in the long run and it is all thanks to management team's great teamwork, strategic and unique planning, an already famous Thai-makeup style base and ongoing service improvement. By prioritizing quality work, top-tier service and customer satisfaction, Sawadee Glow Atelier can establish a solid popularity in the industry and gain loyalty from the clients. In addition to that, Sawadee Glow Atelier can take huge advantage for any future opportunities and could possibly grow even bigger and more solid thanks to the quickly increasing popularity of Thai-style makeup. Thus, Sawadee Glow Atelier has a chance to become a really well-known makeup service in Malaysia's beauty industry.

APPENDIXES

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