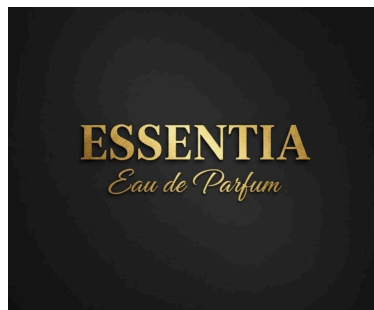




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## ESSENTIA



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GROUP	HM2603B, HM2603A & HM2604B
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COURSE CODE	ENT530
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### LECTURE NAME

Dr. Ainunnazlee Binti Mohd Ali

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## **1.0 EXECUTIVE SUMMARY**

ESSENTIA is a fragrance brand incorporated in 2024 with the mission of providing premium-inspired fragrances that are affordable, convenient, and accessible to the masses. As a registered private limited company (Sdn. Bhd.) in Malaysia, ESSENTIA aims to integrate innovative retail technology solutions with high-quality fragrance products to cater to the dynamic needs of students, young working professionals, and urbanities. The company is headquartered in Setia Alam, Selangor, with retail operations at Setia City Mall and future plans to expand the automated retail network via smart vending machines.

The main product offering of ESSENTIA includes two products line: the Discovery EDP (20ml) at RM12, available exclusively at smart vending machines for impulse and on-the-go purchases, and the Signature EDP (150ml) at RM90, available at retail stores for long-term use. The company currently provides six different variants of fragrances that cater to a wide range of preferences, lifestyles, and occasions. This two-product and two-channel approach enables ESSENTIA to target both entry-level and loyal customers simultaneously while positioning the brand between high-end luxury fragrances and low-cost mass-market fragrances.

The Malaysian beauty and fragrance market is expanding due to the increasing rate of urbanization and challenges in lifestyle. Market analysis indicates that there is a potential to reach 37,500 customers in the Setia Alam area. In the first year of business, the annual sales are estimated to be about RM540,000.

The business strategy of ESSENTIA will be to position the machines strategically, use digital marketing strategies, provide competitive pricing, and have strong customer engagement with efficient operational and quality control systems. With the scalable distribution model and the rising popularity of automated retail stores, the business has the potential to grow.

In summary, ESSENTIA provides a valid, scalable, and innovative business model that is appropriate to the current consumer behavior and technological development. With its excellent market potential, clear operational planning, and positioning strategy. ESSENTIA is a local fragrance brand with future expansion prospects in Malaysia and other countries.

## 2.0 Company Profile

### 2.1 Company Name, Logo , and Vision



**Figure 2.1 Logo of the company ESSENTIA**

ESSENTIA is a fragrance house that was established around the idea of and with the purpose of engaging in activities that will lead to the development and creation of premium perfumes of quality and class associated with individuality, emotions and elegance. It came into being with the view to responding to the increased demands and requirements for exclusive fragrances characterized by and reflecting unique high-quality attributes, superlative design, and affordable costs and prices. Its name is from Latin, meaning "essence." This is a metaphor for "one's own identity and emotions that each fragrance holds and conveys." In reality, it is the philosophy with which this brand is constituted to reach a goal, trying to deliver a fragrance with a distinct character and emotions. In such a case, the importance of "authenticity, simplicity, and sophistication" is also emphasized.

#### VISION

- To become a lovable, dependable and globally recognized brand in the fragrance industry by expanding into international markets and offering exclusive yet innovative scents.

## MISSION

- To continuously innovate and develop unique, high quality fragrance products.
- To expand ESSENTIA's product line with exclusive new scents that meet the variety of customer needs or preferences.
- To prioritize customer satisfaction as the core driver of all business decisions.
- To build a strong and trusted brand presence locally and globally.

ESSENTIA journey began in 2024 as a small entrepreneurial business, born out of a desire and passion for perfumery and creative design. Being at its initial developmental stage, ESSENTIA focused more on fragrance-related studies, as well as quality testing, so as to provide a high-quality product in terms of scent.

Following its inception, ESSENTIA has increased its product portfolio as well as its brand image through various marketing strategies and technological advancements in e-commerce platforms. Social media platforms and e-commerce platforms have enabled them to service a larger market base while maintaining customer loyalty, thereby responding to changing customer behavior.

Currently, ESSENTIA maintains the strength of its local business while at the same time strategizing on further regional and international expansion. From innovation, quality assurance, and consumer-centricism, the firm has the vision of building itself into an internationally recognized perfume brand.

## 2.2 Company Background

<b>Company Name</b>	ESSENTIA
<b>Business Address</b>	<p><b>Headquarters</b> 28-1 Setia Avenue, Jln Setia Prima S U13/9, Setia Alam, 40170 Shah Alam, Selangor, Malaysia</p> <p><b>Retail Store</b> L3-20, Tingkat L3 Setia City Mall 7 Persiaran Setia Dagang Bandar Setia Alam, Seksyen, U13, 40170 Shah Alam, Selangor</p>
<b>Website / Email</b>	essentiacompany@gmail.com
<b>Telephone Number</b>	03-6789-420
<b>Company History</b>	In 2024, ESSENTIA was founded by six ambitious men who saw a space in the market that needed to be filled. They recognized a need in society in regards to scents and perfumes and how they were expensive and not portable. They saw a vision of creating a business with perfumes and scents that are premium-inspired and utilize modern technology. They saw a chance to step out of various retail settings, "pocket" a new product, and create a cashless vending system. They hoped to eliminate humans in engaging with their vending stations, choosing to locate them in areas with high foot traffickers, including offices and study areas.
<b>Progress to Date</b>	Started in 2024, ESSENTIA only sells products through online platforms. Then, ESSENTIA was finally able to complete its pocket-sized perfumes, including all scents. The market research has confirmed a high level of demand from students and workers. Specifically, ESSENTIA is designing its cashless vending machines and identifying ideal locations for its vending business. After perfecting the brand strategies and identifying its sources for the products ESSENTIA sells, the marketing strategies for the business can begin.
<b>Legal Structure</b>	As a registered Private Limited Company (Sdn Bhd) under SSM, we operate in full compliance with national corporate laws. This legal status covers fragrance manufacturing and automated retail,

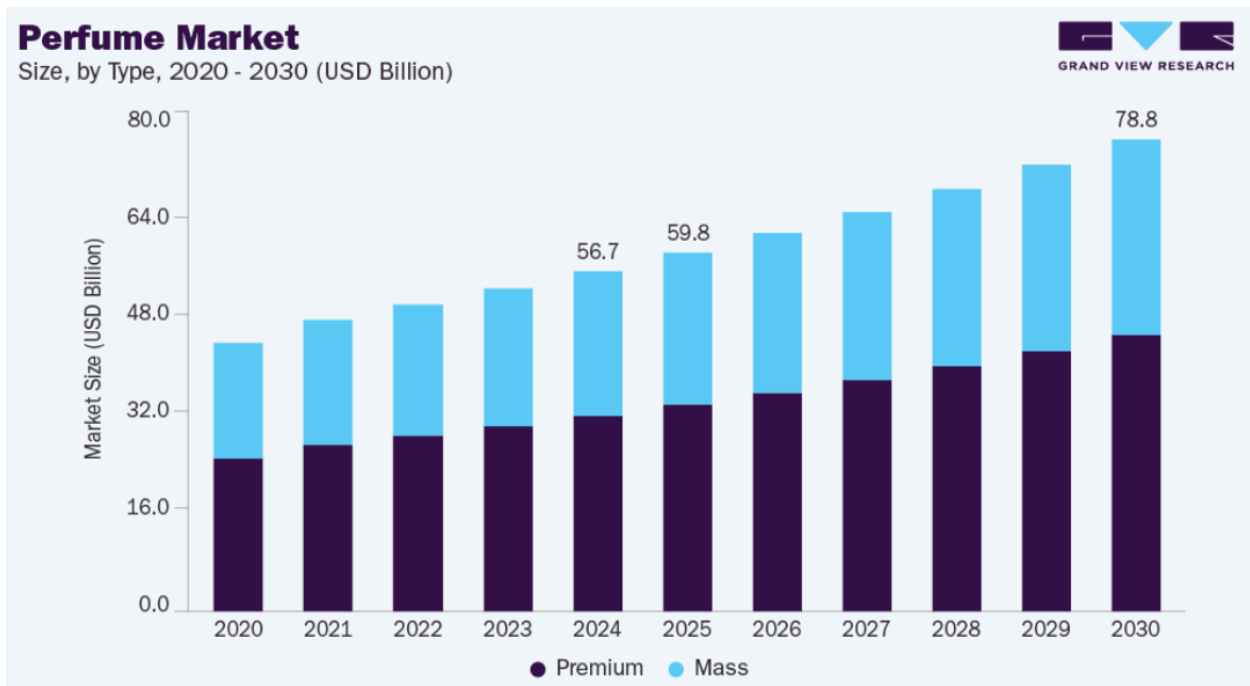
	providing limited liability and credibility to our stakeholders. We strictly adhere to all SSM regulations and licensing to ensure ethical and professional operations.
<b>Key Partnership</b>	<ol style="list-style-type: none"> <li>1. CEO: Mohd Shazmie Bin Samjan</li> <li>2. Marketing Manger: Muhammad Taufiq Syaquirin Bin Salleh</li> <li>3. Operational manager: Haikal Iskandar Bin Daeni Arman</li> <li>4. Financial Manager: Muhammad Farhan Bin Anuar</li> <li>5. Procurement Manager: Muhammad Hazmi Haziq Bin Noor Azhar</li> <li>6. Quality Control Manager: Aliff Iskandar Bin Hairudin</li> </ol>
<b>Date of Commencement</b>	15 May 2024
<b>Name of Bank</b>	Maybank
<b>Account Number</b>	4321 5678 9101

**Table 2.2 Organization's Background**

### 3.0 Industry Analysis

#### 3.1 Industry Overview

The company location will be in an area that will be located in Setia Alam in the country of Malaysia. The population of this area will be estimated to approximately be 150,000 individuals. Most of the individuals residing in this region will clearly represent working individuals and families with young children. The population in the region will represent an ideal target to which the company will kick off. The company will mainly sell perfume to this population. Notably, individuals residing in this region will need perfume to enhance their daily looks. Thus, this population will represent an ideal target to which the company will sell a unique product with amazing perfume.



ESSENTIA engages in the business of the beauty and personal care market with the area of specialty clearly targeted within the fragrances market. The fragrance market is associated with one of the important sectors of consumer products related to personal grooming, functionally, and other personal care products where the demand drivers include functionally and well-being factors measured by factors such as hygiene, confidence, and self-image. Estimated at an amount of USD 56.75 (MYR 227.31) billion for the year 2024 for the global perfume market to reach an amount of USD 78.85 (MYR

315.83) billion by the year 2030 at compound annual growth rate of 5.7% from 2025 to 2030 for the global fragrance market related to the factors of increased consumer demand for personal grooming and premium products such as exotic fragrances (Grand View Research, 2025)

In Malaysia, the beauty and personal care industry has reported steady growth in terms of rising urbanization and income that placed greater interest for one's appearance, echoing the broader regional and global trends within the usage of fragrances where light-scented and customized fragrances are luring millennials and Generation Z.

Perfumes are no longer recognized as luxury goods but rather as personal care items that can be used on a daily basis, especially among students and working individuals, with travel-size, mini, and convenient pocket perfumes also rising in popularity due to their ease of use and appeal to changing lifestyles.

Noting the increasing awareness and interest in usual fragrances around customers, a new market trend has appeared in the realm of perfume, centered around pocket perfumes because of an increase in interest from customers seeking a portable perfume with which to perfume themselves daily. The employment of new channels of distribution, including vending machines, plays a crucial part in enhancing convenience levels around the products. With regard to ESSENTIA, the company will make use of vending machines to deliver the discovery EDP (20ml) fragrance as well as a retail outlet to serve as a platform of delivery for the signature EDP (150ml) fragrance. Therefore, it should be noted that the company will have access to a universal growth market, as well as a niche market around premium perfume users.

### **3.2 Industry Size, Growth rate and Sales Potential**

The beauty and personal care industry in Malaysia is a big and constantly growing market, dependent on the rising awareness of consumers concerning personal grooming, hygiene, and the enhancement of lifestyle. An approximation of the Malaysian beauty and personal care market is about RM15–16 billion, reflecting strong demand in several product categories like skincare, cosmetics, and fragrances. Such growth is orchestrated

by urbanization, rising disposable incomes, and the impact of social media on consumer buying behaviour, especially in the strata comprising students to working adults.

In this industry, the fragrance segment has displayed promising growth, given the fact that perfumes have started to be perceived not as special occasion goods but as products used on a daily basis. It has been observed in the market that the fragrance segment is expanding with a moderate to high CAGR every year, because of evolving lifestyles and increased exposure of the masses to international cosmetics brands, as well as demands for accessible yet quality goods. Moreover, the rising popularity of compact perfumes has led to the increase in the fragrance segment.

From the standpoint of sales potential, it would also be in a good position to benefit from these favorable industry conditions with its dual-product and multi-channel strategy. The Discovery EDP (20ml) pocket perfume is targeted at impulse purchases and frequent usage for students and working adults at a price of RM12, to be distributed through vending machines. Correspondingly, the Signature EDP (150ml) is priced at RM90 and is available for purchase in a retail outlet for those customers seeking a more enduring and value-for-money scent experience. Since a range of affordable and premium alternatives is available under a single brand, customers would be induced to purchase the product, and repeat business would be enabled to boost the overall potential for selling in the increasingly popular fragrances market in Malaysia.

### **3.3 Trends Affecting the Industry (PESTLE Analysis)**

#### **3.3.1 Social Factors**

There are certain external environmental factors that affect the growth and performance of the beauty and personal care industry, especially in the fragrances category. From a social viewpoint, there has been increasing awareness and attention to personal grooming, self-care, and one's own image on the part of the consumers. Perfume application has become more of a daily activity rather than a ceremonial one. Students and professionals alike have become more aware of the need to look and smell pleasant throughout the entire day, which has driven the need for portable formats such as pocket perfumes.

### **3.3.2 Economic Factors**

In an economic sense, the trend in consumer purchasing behavior has moved toward value-for-money. Although premium perfumes still have a demand in their own right, for most consumers, affordable products offering acceptable quality and practicality will suffice. Smaller-sized perfumes at lower prices enable consumers to enjoy fragrance products without having to make a major financial outlay. This should therefore ensure fairly stable demand for pocket perfumes during downturns, as such products remain within the reach of a larger market.

### **3.3.3 Technological Factors**

On the technological side, there have been many developments in retail and distribution technology that have changed the way fragrance products are offered in the market. With the use of vending machines, convenience and accessibility are greatly offered, especially in busy areas where these machines are mostly located. Finally, social media plays an important part in influencing the choices of consumers with regard to fragrance products.

### **3.3.4 Political and Legal Factors**

From a political-legal perspective, the industry concerned with beauty and fragrance products is governed by laws that regulate the safety of products, ingredients, and packaging. The business world engaged in the industry must adhere to all health and safety laws for it to gain credibility. This means the health and safety laws are an integral component when it pertains to work in this particular industry..

Generally, the forces of social, economic, technology, and regulation reviewed above create an enabling environment for innovative fragrance enterprises. By effectively addressing the above forces, the industry can be better placed for sustainable growth.

### **3.4 Key Success Factors in the Industry**

#### **3.4.1 Product Quality and Safety**

The success in both the beauty industry as a whole and, specifically, in the fragrance market depends on a set of essential factors. One of the most significant factors that determine success in the industry is product quality and safety. The fragrance industry requires that its perfumes be made from safe ingredients, give a pleasant, long-lasting fragrance, and remain stable in terms of quality on a continuous basis to ensure consumer satisfaction and loyalty, since customers would be more likely to purchase a fragrance that performs consistently.

#### **3.4.2 Effective Branding**

Another important ingredient for success involves the concept of branding and product positioning. In the highly competitive market for fragrances, brands with strong positioning on the pillars of identity and lifestyle perform better in terms of differentiation. Packaging that appeals to the eye, brand names that are attractive to the customer, and the use of brand concepts create brand appeal or recognition among the younger audience of students and employed individuals.

#### **3.4.3 Pricing Strategy**

Factors such as pricing and product accessibility also form an important basis and criteria in ensuring that industries succeed. Customers continuously seek products that give value for their money. Providing different varieties in terms of product size and price enables perfume brands to respond to the needs and purchasing power of their customers. Furthermore, convenient routes such as retail stores and vending machines contribute to increasing visibility and thus impulse purchases.

#### **3.4.4 Innovation and Market Responsiveness**

Moreover, innovation and responsiveness to the market may be considered vital activities to ensure ongoing competitiveness within the fragrance industry. This covers the creation of new varieties of scents, an adaptation to the changing consumer preferences of buyers, and modern technologies of retail and marketing. Those brands that respond regularly to market trends and consumer feedback are most likely to remain relevant and realize long-term growth in the beauty and personal care industry.

#### **3.5 Long-Term Industry Prospects**

The future market prospects for the beauty and personal care industry, specifically in the fragment market, continues to be highly favorable because of changes that are taking place in consumer lifestyle and grooming practices. As personal care products are considered an essential aspect of consumer practices, the demand for fragment products is likely to be stable in the long run. It is most evident among students or working people, for whom convenience is an important aspect of making purchasing decisions.



The rising fondness for portable and accessible formats of fragrance does bode well for continuous growth in pocket-sized perfumes, designed for frequent use and on-the-move applications. This creates a strong opportunity for brands like ESSENTIA, which offers Discovery EDP through vending machines placed at high-traffic locations. This way of distribution fits well with changing consumer behavior based on speed, ease of access, and impulse buying, hence increasing market reach and brand visibility.

At the same time, the increased awareness of, and loyalty to, smaller-sized products can influence customers to migrate to the newer, larger, and higher-end offerings. This trend in the sector aligns with the product range of ESSENTIA, in which the Discovery EDP acts as the entry-level product, while the Signature EDP comes into play through the physical retail outlet. This compensates for the shortcoming of the limited-sized product range by developing customer loyalty for the brand in the expanding sector of fragrances.

In addition, further innovations in retail technology and engagement are anticipated to contribute to sustaining growth in this industry as well. With automated retail technologies and branding alongside quality assurance, it has become feasible for firms in this industry to expand without compromising quality in customer experience. With such prevailing factors in this industry, it is easy to conclude that ESSENTIA has a very high potential to grow in line with growth in this industry.

#### 4.0 Product or service description

##### 4.1 Details of the product

<p><b>Price</b></p>	<p><b>RM12 / 20ml</b> <b>RM90 / 150ml</b></p>
<p><b>Features</b></p>	<p><b>20ml :</b></p>  <hr/> <p><b>150ml:</b></p> 

<p><b>Description</b></p>	<p><b>Elysian Bloom</b></p> <p>A contemporary fresh fruity fragrance with the spirit of flower beauty, flower charm, flower elegance, Fresh Red Apple Accord with a flower heart note comprising peony, rose, jasmine, and carnation with a sensually rich soft suede aroma. Beautiful fragrance with the symbolization of flower blooming.</p> <p><b>Velvet Allure</b></p> <p>A sweet and creamy Amber Vanilla scent with a feminine, warm, inviting quality to the character. It begins with orchid, heliotrope, and tangerine before moving into gourmand and tropical fruit notes before settling into a soft base of vanilla, musk, and sandalwood perfect for unforgettable evenings out.</p> <p><b>Stiletto Dreams</b></p> <p>A beautiful floral gourmand scent. It features sweet fruit, beautiful floral ingredients, and deep base scents. Black currant and available to sophisticated flowers such as iris, jasmine sambac, and orange blossom on praline, vanilla, patchouli, and tonka. This edgy scent is freedom, confidence, and joy personified.</p> <p><b>Azure Code</b></p> <p>A light cologne with fresh solar flowers, fruity accords, and soft musks. It begins with bright citrus and pink peppercorns before moving on to coconut milk, heliotrope, and ylang-ylang with the smooth musky woody base. It evokes the warmth of summer sunshine recaptured in the natural sunny element of sand and surf.</p> <p><b>Midnight Leather</b></p> <p>A woody spicy scent with a fresh yet potent character. The fragrance is</p>
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	<p>presented with a bright and peppery top that is supported with ginger and citrus. This is balanced with a warm and herbaceous heart that is composed of leather, rosemary, and cashmere wood. On the other hand, the base is made of mahogany, musk, and patchouli, and is suitable for men with a sophisticated and masculine.</p> <p><b>Urban Drift</b></p> <p>Launched as a contemporary masculine fragrance, woody or spicy-scented. This provides an option for both male and female fragrances. It has a citrus opening composed of bergamot, lemon, and aldehydes. There is an addition of pepper and elemi in this fragrance. It features amber, frankincense, and wood in the base.</p>
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**Table 4.1 details of the product**

**4.2 Product-Market Fit**

The concept of a perfume vending machine indicates a significant product-marketing fit as it responds to the prevailing demands of customers on issues such as accessibility, affordability, convenience and health concerns in accessing perfumes from reputable manufacturers or producers. In addition, perfumes started as luxury items in people’s personal care routines, especially among students, employees, or travelers. Therefore, as they have become an essential part of people’s lifestyles, there has been a growing demand for more convenient environments in acquiring perfumes or other luxury items or services in a pressure-free environment.

In this direction, the business strategy employs a fitting product-marketing strategy by placing vending machines in strategic sites such as shopping centers, airport terminals or universities to cater to the prevailing lifestyle demands of consumers who seek fast services through convenient environments in modern society. Therefore, the product vending machine would provide a variety of in-house or third-party perfumes, where customers would be able to make informed choices through the categorization of

the perfumes by fragrance notes, concentration, size or price. Whereas perfumes are sold in various volumes, from travel size to full-size bottles, they are likely to appeal to both first timers or returning customers.

### **4.3 Value Proposition**

The value proposition of using a perfume vending machine lies in creating a sense of convenience, efficiency and affordability in accessing quality perfumes. Through this, the cost proposition of perfumes will apparently lie at a mid-range of expensive perfumes sold in perfumeries, as well as inexpensive perfumes sold in conventional retailers. Thus this provides a sense of better value for potential customers, yet still maintaining quality in perfumes. The fact that this vending system operates independently of pressure from a sales outlet. 24/7, proves efficient in achieving greater customer satisfaction, as well as creating a sense of minimality in terms of human resources as well as rental costs from a business perspective. Despite that, getting potential customers could still be possible, considering that this system presents a unique form of shopping experience that operates independently from conventional competitors selling perfumes in the traditional sense.

### **4.4 Anticipated Customer Demand**

ESSENTIA is predicted to create a lucrative market due to customer demands within the area of Setia Alam. This is a developed area housing about 150,000 people, mostly working adults, families, and young adults. This is a suitable area for business since the perfume market has been recognized as a daily necessity instead of a luxury. This fact is important for the business of ESSENTIA, as residential areas within this township area of Malaysia have a high residential area index. This area qualifies perfectly for a business such as perfume, which is increasingly a necessity. With the modern living standard of the people of Malaysia, the two-pronged business of having vending machines for on-the-go perfume shopping is suitable.

In the total population size, approximately 25% of the population, estimated to be 37,500 people, fall within the category of the essential customers that ESSENTIA aims to reach for the purchase of fragrances for personal grooming or social purposes. While the

20ml Discovery EDP pocket perfumes for RM 12 through vending machines service the frequent customers or impulse buyers at the entry level for the product itself, the 150ml Signature EDP for RM 90 through the outlet service the long-use customers who want a fragrance at an affordable price.

By assuming a rather conservative 3% monthly purchase of the target segment, which is approximately 1,125 customers and an average of RM40 in monthly spending per customer, weighted on a mix of purchases of 20 ml and 150 ml, the estimated monthly market value of ESSENTIA in Setia Alam is around RM45,000. To be able to supply this predicted demand, the business intends to produce an initial 3,500 units every month, comprising 2,500 units of the 20 ml Discovery EDP, which will be distributed through vending machines, and 1,000 units of the 150 ml Signature EDP for sales to retail outlets. This production and distribution strategy will ensure that there is enough stock to satisfy demand while operational efficiency is maintained; besides, vending machines allow 24/7 access, reducing staffing and rental costs while introducing modern, self-service access as a differentiator for ESSENTIA against traditional perfume retailers in the area.

#### **4.5 Existing Competition**

The competitor analysis of the company in Setia Alam reveals that ESSENTIA has many competitors in the traditional retailing of perfumes. Most of the retailing companies sell perfume in different shopping malls and other centers. Concerning perfume retailing, these perfume companies in different centers typically provide premium and well-known perfume to fragrance-loving consumers. On the contrary, many small kiosks provide perfume to price-conscious consumers. Some other competitors of ESSENTIA in the perfume retailing business in Setia Alam sell perfume through online services. As we know that the prices of perfumes sold by these companies of perfumes in different centers and through online services and small kiosks tend to remain lower than those of other companies, this approach of the company to provide perfume through vending machines and retail shops of perfumes located in different centers creates a niche in the competitive environment of Setia Alam.

## **5.0 Market Analysis and Strategy**

### **5.1 Market Analysis**

#### **5.1.1 Marketing Objectives**

The main marketing objectives of ESSENTIA are designed to guide the entry and growth in the Malaysian fragrance market, particularly in Setia Alam:

- To be successful in entering Malaysia's market in the cosmetic and perfume industry with six differentiated kinds of perfumes in compliance with local preferences while ensuring that each one of them meets a specific need of consumers. The goal expressed in this statement brings forward product differentiation as a means of success in this industry.
- To increase brand awareness among young adults and working professionals in the first year through strategic placement of our vending machines, retail shops, and other advertisements and campaigns. This strategy should comprise quantified measures, such as attaining at least 30% brand recognition among young adults and working professionals in Setia Alam as per the end of the first year plan.
- To be attained by having a constant growth in the market share through the provision of affordable yet premium-quality perfumes. This will place ESSENTIA between budget and other premium brands, it will also ensure a large target audience, but with a perceived value or quality, with sales target objectives like targeting 3,500 units within the first six months.
- To place the ESSENTIA brand as a popular but modern local fragrance brand with the values of ease of use, ease of accessibility, and ease of quality. This goal could be substantiated by addressing creative distribution channels such as vending machines, impactful visual identity, or marketing activities that correspond with the young consumer and working adult lifestyle.
- To offer dual-product availability-20ml pocket perfumes and 150ml Signature bottles and self-service, leverage it to gain customer loyalty and repeat customers. Quantifiable targets may include ensuring a repeat purchase rate of 20-25% of the initial customer base within the first year.

### 5.1.2 Method of Data Collection

The market analysis for ESSENTIA is based on both primary and secondary research methods. Primary data are collected through online surveys, social media polls, and informal interviews with potential customers to identify scent preferences, purchasing frequency, price sensitivity, and brand expectations within the Malaysian market.

Secondary data are obtained from cosmetic industry reports, fragrance market analyses, competitor websites, e-commerce platforms, and social media trends. Data analysis is conducted by comparing consumer demand trends, competitor product offerings, pricing structures, and scent profiles popular in Malaysia.

### 5.1.3 Market Segmentation

ESSENTIA targets urban consumers aged 18–40, including students, young professionals, office workers, and travelers who value their appearance, seek convenience through personal care and frequently visit malls, transit stations, airports, and commercial areas.

<b>Segment</b>	<b>Description</b>
Geographic	The company will focus on urban areas in Malaysia, particularly the Klang Valley, Penang, Johor Bahru, and other major cities, as these locations represent high population density, stronger purchasing power, and greater demand for beauty and personal care products.

Demographic	The target market consists of middle-income male and female consumers who are lifestyle-oriented and regularly use perfume for daily wear as well as for special occasions
Psychographic	The target market includes consumers who value convenience, novelty, and modern technology, as well as individuals seeking fragrances that suit different moods, personalities, and occasions, including impulse buyers and fragrance enthusiasts who prefer quick and easy access to perfumes.

**Table 5.1.3. : Market Segmentation**

#### **5.1.4 Market Size and Sales Forecast**

The size of the ESSENTIA market is based on the amount of Malaysia's own fragrance market and then condensed down to its starting point of where it intended to set up its operation: Setia Alam. Malaysia's perfume and fragrance segment is part of its bigger and growing beauty and personal care segment. This segment is still growing as awareness of quality grooming continues to build and lifestyles tend to become busier and busier. Another growing segment is compact or travel-sized fragrances and perfumes designed to appeal to students and young workers who want convenience at their fingertips.

<b>POPULATION</b>	
People's population	150,000
Estimation target per year	25% x 150,000 = 37,500

**Table 5.1.4.1 : Population in Setia Alam, Selangor**

No.	Item	Price per unit (RM)	Estimated units sold per month	Estimated monthly sales (RM)
1.	Discovery EDP (20ml)	12	2,500	30,000
2.	Signature EDP (150ml)	90	170	15,300
Total			2,670 Units	45,300

**Table 5.1.4.2 : Estimate Sales per Month**

From a spending behaviour perspective, ESSENTIA provides two types of products: Discovery EDP (20ml), priced at RM 12, intended for frequent and impulse purchases via vending machines, and Signature EDP (150ml), priced at RM 90, intended for longer-term users via retail outlets. Assuming a mixed purchasing pattern between these two products, the average monthly spending per customer is RM 40. Based on this assumption, the estimated monthly market value is around RM 45,000, translating into an estimated annual sales value of RM 540,000 within Setia Alam.

The sales forecast for ESSENTIA is prepared based on conservative growth projections, as its business is still in an infant stage and focuses on gradual brand building and creation among its audience through increased placements on vending machines as well as retail sales, and repeated purchases through continued customer acceptance of machine-selling perfumes.

<b>Year</b>	<b>Estimated Customers (Monthly Avg.)</b>	<b>Estimated Annual Units Sold</b>	<b>Estimated Annual Sales (RM)</b>
Year 1	1,125	12,000 units	540,000
Year 2	1,350	14,400 units	648,000
Year 3	1,650	18,000 units	810,000

**Table 5.1.4.3 : Percentage Increase in 3 years**

Thus, in the first year, it is anticipated that ESSENTIA will realize relatively consistent sales through purchases of Discovery EDP via vending machines, in addition to small retail sales of Signature EDP bottles. Thereafter, in the second and third years, it is anticipated that the company will realize increased sales volumes attributable to greater brand awareness and repeat purchases, in addition to strategic vending machine locations in areas such as universities, shopping centers, and transport stations. Herein lies a clear and quite realistic growth pattern of ESSENTIA

### **5.1.5 Competitor Analysis**

The market for fragrance in Malaysia can be considered very competitive with players such as established companies, online perfume shops, and traditional vending machine companies. Even though all these competitors vary in terms of rates, availability, and positioning of brands, in one way or another, they also provide direct and indirect competition to ESSENTIA. This would also help in strategically positioning ESSENTIA in the market.

<b>Competitors</b>	<b>Strength</b>	<b>Weakness</b>
<b>High-End Perfume Retailers (YSL,Victoria Secret,Dior,Versace)</b>	The brand is highly rated and well recognised with assured product quality and a wide range of perfume options offered to meet diverse consumer preferences	The business may face challenges due to high prices, potential consumer rejection caused by the presence of “dupes” and inconsistent product longevity and performance
<b>Online Perfume Sellers (From TikTok Shop, Shopee,Alibaba and Amazon)</b>	The business is able to reach consumers globally, offers a wider range of products, and benefits from greater flexibility in management and operations	The business may face limitations in providing a sensory experience, as customers cannot test the scent before purchasing, while also dealing with logistical complexity due to inflammable materials and higher operational costs
<b>Traditional Vending Machine (Canned Drinks, Snacks, Cakes and Instant Food Vending Machines)</b>	The business offers a passive income stream, is cost-effective, and operates within a stable and familiar business model in Malaysia	The business may experience challenges due to a lack of payment options, vulnerability to theft and vandalism, and potential technical issues that could affect vending machine performance

**Table 5.1.5 : Competitors Analysis**

Unlike its peers, the company is focusing on affordable premium perfume brands with two variants of 20ml and 150ml. At the same time, the company is focusing on its smart vending machine sales. It is creating a niche market between luxury perfume retailers and cheap perfume-selling websites. By targeting the population of people who are looking for a convenient shopping experience with its smart vending machine, the company is creating a niche market.

### 5.1.6 SWOT Analysis

<b>Dimension</b>	<b>Description</b>	<b>Strategies</b>
<b>S - Strength</b>	<ul style="list-style-type: none"> <li>- Innovative perfume vending machine concept</li> <li>- Six versatile fragrances catering to diverse local preferences</li> <li>- Lower operational and staffing costs</li> </ul>	Utilize the technologies in particular , vending machines and internet to meet lifestyle demands.
<b>W - Weakness</b>	<ul style="list-style-type: none"> <li>- Limited customer interaction and personalization</li> <li>- Initial high capital cost for vending machines</li> </ul>	Offer scent descriptions, digital displays, and QR codes for education.
<b>O - Opportunity</b>	<ul style="list-style-type: none"> <li>- Growing acceptance of smart vending machines in Malaysia</li> <li>- Rising demand for on-the-go grooming products</li> <li>- Increased impulse buying in high-traffic areas</li> </ul>	Partake in the consumer shift of preference by entering the market
<b>T - Threat</b>	<ul style="list-style-type: none"> <li>- Technical malfunctions or machine downtime</li> <li>- Competition from established retail outlets</li> <li>- Consumer hesitation toward automated</li> </ul>	To address all threats, the business will ensure regular machine maintenance and quick repair to

	perfume purchases	provide clear scent information with quality assurance to build customer trust
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**Table 5.1.6 : The ESSENTIA Swot Analysis**

**5.1.7 Estimated Volume and Value of Sales (3 Years)**

The estimated volume and value of sales for ESSENTIA are projected over a three-year period, considering conservative market penetration, gradual brand awareness growth, and the strategic use of vending machines and retail outlets. This projection is in line with the company's analysis for market size and shows realistic sales performance that would be expected from a new fragrance business venturing into the highly competitive market.

The first year would emphasize building brand presence through vending machine sales and retail distribution in small vending machine locations in Setia Alam. ESSENTIA would mainly derive its sales from Discovery EDP 20ml Pocket Perfumes and a smaller amount of sales from Signature EDP 150ml. As customer familiarity grows and repeat business occurs, its sales volume and revenue would continue in the following years.

<b>Projected Sales Volume and Revenue: ESSENTIA Perfumes</b>			
<b>Year</b>	<b>Estimated Market Share (%)</b>	<b>Total Units Sols (Units)</b>	<b>Total Sales Value (RM)</b>
Year 1	3	12,000 Units	540,000
Year 2	4	14,400 Units	648,000
Year 3	5	18,000 Units	810,000

**Table 5.1.7 : Projected Sales Volume and Revenue**

In the first year of operation, the ESSENTIA brand is expected to yield an estimated quantity of 12,000 units sold, translating to revenues of just over RM540,000 through impulse purchasing from the vending machines. In the second year of operation, brand awareness, strategic placement of the vending machines, and brand loyalty are expected to boost the quantity of products sold to 14,400 units, thus pulling more than RM648,000 in revenues to the business. In the third year of operation and beyond, the business anticipates the quantity of products sold to rise to 18,000 units as more vending machine locations and brand loyalty drive the business to over RM810,000.

Therefore, this three-year sales projection illustrates a sustainable growth path that maintains a balance between market opportunity and business capacity. This steady rise in market share is a reflection of ESSENTIA's business growth strategy of steady expansion while ensuring product quality, service efficiency, and customer delight.

ESSENTIA's forecasted percentage of the market is derived from an estimate of the total size of the fragrance market within Setia Alam, as well as forecasted annual sales. In estimation, if a total of RM18 million estimates the

entire total addressable market in Setia Alam in line with the expenditure pattern of the target segment defined as students as well as working adults.

In terms of its sales performance projections, ESSENTIA is estimated to attain a 3 percent market share within its first year of trading. This is expected to generate sales amounting to 540,000 Ringgits. Following this, there is an estimated 4 percent market share that ESSENTIA is expected to attain within the second year. This is expected to occur as a result of an increased level of brand recognition, wider visibility of vending machines, and repeat purchases. As for the third year, ESSENTIA is estimated to attain 5 percent of the fragrance market within this market. This is expected to arise as a result of an extension of vending machines and further growth in terms of brand loyalty.

## **5.2 Market Strategy**

The ESSENTIA marketing strategy varies significantly in that, while the competition focuses on marketing directly like any other perfume vendor, ESSENTIA also focuses on the innovative use of technology in their stores that ensures their target clientele receive premium-quality perfumes at affordable rates. The innovative use of technology will allow ESSENTIA to stand out in the crowded fashion industry with their brand image that targets students as well as professionals who are constantly on the go.

### **5.2.1 Product**

ESSENTIA has adopted a pragmatic stance in their product strategy, such that their premium-inspired fragrances are not only of high quality, meeting consumer demands in this respect, but are reasonably priced to be accessible as well. The firm has six distinct types of perfumes in their portfolio, all of them designed to be accommodating to varied consumer personality, mood, and use case; hence, with broad consumer appeal in their target consumer base that comprises students and working professionals. The fragrances have been

formulated in such fashion that an average consumer will be able to use them on a daily basis.

Dual-format offering of 20ml Discovery EDP and 150ml Signature EDP would help ESSENTIA further strengthen product differentiation. The 20ml Discovery EDP is meant to be an entry product for the brand, serving the needs of portability, convenience, and frequency. The compact size lets consumers easily stash the perfume in their bag or pocket, and this little scent bomb fits into a highly mobile lifestyle either to attend classes, go to and from offices, or to casual get-togethers. The format will help in leveraging impulse purchasing behaviour and enabling first-time trials via vending machines placed at high-traffic spots.

The Signature EDP in 150ml targets clients who have gained some brand familiarity and prefer a longer-term solution to maintaining the fragrance at a better value per millilitre. This larger format means extended usage and is, therefore, good for daily wear at home or to professional places. Having both sizes within the same fragrance range creates a natural ESSENTIA upgrade path and enables customers to move from trial-sized purchases up to full-sized bottles as brand loyalty increases.

Apart from size differentiation, ESSENTIA highlights the modernity and minimalist look of the packaging in coordination with the brand identity related to authenticity, simpleness, and sophistication. During the selection process in ensuring the quality protection provided by the packaging to the products while maintaining the modern look preferred by young consumers, the description of the scents as well as the digital product information provided by the vending machines would be instrumental in promoting customer understanding.

Overall, through its product strategy, ESSENTIA differentiates its brand by combining versatility, quality, and convenience into one fragrance portfolio. Furthermore, it aligns product design with consumer lifestyles and integrates technology-driven retail channels, positioning the products as practical, premium, and accessible solutions within the competitive fragrance market.



**Figure 5.2.1 : ESSENTIA Pocket and Bottled Perfume**

## **5.2.2 Price**

ESSENTIA has adopted an affordable yet reasonable “value-based” pricing model while ensuring its accessibility to its target audience, consisting of young students, young professionals, and young individuals in their respective professional careers. In regard to its two available options, its Discovery EDP (20ml) and Signature EDP (150ml) products have been strategically and reasonably priced to complement ESSENTIA's dual-product strategy while differentiating from both high-end luxury and affordable mass-market fragrances available to their prospective market segment.

The Discovery EDP 20ml, priced at RM12, is identified as an entry-level product suitable for vending machines. This price tag is strategically placed to be affordable by the young population in the student segment. They have limited financial resources yet need to be associated with the quality brand. ESSENTIA also increases the propensity to consume the product due to the size. Since it is travel-sized and portable, the product invites consumers to maximize the experience by using the product frequently. Furthermore, it invites consumers to explore various fragrances. As such, the product is priced to be profitable while considering the cost factors such as the quality of perfume ingredients and the technological cost of the smart vending machines.

The Signature EDP (150ml), priced at RM90, provides a long-term alternative for consumers who require long-term products, as durability, scent concentration, and quality are essential for a customer. The price of RM90 allows ESSENTIA to compete favourably compared to conventional perfumes, which, in most cases, go as high as RM300. A greater quantity of a product, therefore, adds a sense of customer value, as once a customer tries out the Discovery EDP, he will definitely buy the Signature EDP, thus creating customer loyalty, as only those who are keen on the product will recognize its quality.

Additionally, it uses attractive and adaptive pricing models which are effective in encouraging purchases and increasing brand recognition. The use of seasonal offers whereby customers are given incentives to make a purchase is also implemented. The use of package offers such as “Discovery EDP and Signature EDP with a discount” is also incorporated into the marketing plan of the firm. Price transparency is also important and is implemented through clear indication of cost on vending machines and stores. The pricing plan also ensures cost recovery through covering raw materials and costs for producing some of these products as well as maintenance costs of vending machines and operational costs to ensure profitability with each unit of production.

The overall affordability, sense of premium, and selective incentives that this price model provides would add a layer of advantage that would place ESSENTIA in a better position in terms of competition. The price model will provide ESSENTIA, as a brand, a wider marketplace appeal while still managing to create a sense of differentiation from other, more expensive luxurious brands, as well as those that are of poor quality

### **5.2.3 Promotions**

ESSENTIA’s promotional strategies are aimed at developing high levels of brand familiarity, generating test purchasing, as well as promoting repeat business sales. ESSENTIA’s target groups for this comprises students as well as working individuals in urban settings. An essential part of this model is integrating

technological engagement as well as experience marketing via its smart vending machines model. This entails being visually identifiable with its logo, color scheme, as well as digital screens featuring descriptions of various items in the line of goods being developed by the company. This experience for the customer allows them to get to know the product line instantly as well as appreciate the nuances of difference between the six different versions of perfume on offer.

In addition, the promotion plan also involves digital and social media marketing to reinforce brand presence and involvement. QR codes will be placed on all vending machines, product packaging, and promotional materials that link directly to ESSENTIA's social network sites, where customers will be encouraged to participate in various campaigns, watch fragrance tutorials, and receive special promotions. Social media influencer and micro-influencer partnerships will be utilized to target the younger generation of students and young professionals, tapping into the opinions they can trust as a way to reach higher levels of credibility and stir interest in what ESSENTIA has to offer as a peculiar product. Seasonal campaigns, limited edition scents, and festival promotions are also strategically scheduled to coincide with peak-purchasing times such as back-to-school, holidays, and university events to bring visibility and relevance to targeted consumers.

In addition to this online activity, ESSENTIA also uses various behavioral promotions to facilitate impulse purchases by customers. Behavioral promotions might include "Bundle promotions, such as 'Buy a Discovery EDP, get a discount on Signature EDP'," "Flash deals, prominently placed in vending machine screens," as well as "Trial sampling to events or strategic points in our customer journey," etc. This helps in implementing purchases by customers who otherwise would not consider buying perfumes as part of their purchase plan.

With a view to maintaining sustained customer loyalty, ESSENTIA also carries out a loyalty scheme, wherein repeat purchases are incentivized through a rewards scheme attached to accumulated points, as gained through cashless

transactions through QR codes, thus encouraging more purchases while mobilizing retention as well as brand loyalty. All of this, therefore, brings about a multi-dimensional promotional campaign centered upon educational, experiential, as well as incentive-based promotional tools, through which ESSENTIA achieves greater visibility as a convenient, cost-friendly, as well as ever-innovative and lifestyle-driven alternative in terms of a fragrance brand, different from traditional brick-and-mortar outlets as well as online platforms, ultimately facilitating sustained growth in terms of a presence in the local market for fragrances.



**Figure 5.2.3.1 : ESSENTIA's Grand Opening Banner**



**Figure 5.2.3.2 : ESSENTIA's Signboard**

#### 5.2.4 Place

ESSENTIA's distribution model is a strategic amalgamation of smart vending machines and retail stores aiming to provide ultimate convenience and accessibility to ESSENTIA's target customers. Smart vending machines have been identified as the primary mode for ESSENTIA to distribute its Discovery EDP 20ml pocket perfumes. The machines will be placed at strategic locations such as universities, shopping malls, office premises, transportation points, and recreational facilities. The locations have been carefully selected based on customer volume and proximity to ESSENTIA's identified demographic segment, i.e., students and working professionals. Moreover, these locations are highly crowded and thus greatly contribute to maximizing ESSENTIA's brand visibility and selling opportunities. Each vending machine is provided with digital screens that display product descriptions, fragrance, and usage options. Moreover, these machines have enabled customers with cashless payment options, making shopping and payment easier and quicker. This is also a strategic move to meet the shopping needs and expectations of customers, particularly young millennials and gen Z populations, who prefer 'touchless interaction.'

Retail Outlets, on the other hand, are seen as a major distribution outlet for its Signature EDP 150ml. They are usually located in strategic areas in and around shopping centers where individuals are more likely to visit with a plan to make a conscious purchase. Through retail distribution, consumers get a chance to actually feel and experience products through smelling and touching, thus providing a well-diversified marketing base compared to vending machines. ESSENTIA has a wide reach in terms of distribution through covering regular consumers and those with long-term loyalty.

The firm additionally has an inventory management system as well as sales management systems for the two channels of distribution. The vending machines are connected to a database that monitors inventory in terms of their quantities, popular types of scent, as well as sales trends in real-time. These trends

help in efficient management of the machines as well as in avoiding sales losses resulting from unavailable machines. The physical stores have inventory management systems in place that allow them to remain efficient in their management while providing consistent experience all round.

Moreover, ESSENTIA has already planned to expand in terms of distribution in small increments from a few high-traffic locations and eventually increase it according to increased brand awareness among customers. By doing so, it will be easier for them to keep their costs in check while catering to customer response towards their increased distribution plan accordingly. By offering superior customer experience in addition to their convenient approach, they aim to separate themselves from other perfume providers in the market.

### **5.3 Sales Tactic / Sales Plan**

ESSENTIA's sales model focuses on maximizing convenience to customers to attain high volumes of sales through impulse buying and generating customer loyalty. ESSENTIA operates through a two-way sales model utilizing smart vending machines for on-the-go, frequent purchases and traditional stores for premium purchases. This system ensures that customers of ESSENTIA have access to its perfumes at any given time and wherever they are, thus satisfying their needs and differentiating ESSENTIA from traditional perfume sales.

#### **5.3.1 Vending Machines (Discovery EDP – 20ml)**

The Discovery EDP (20ml) pocket perfumes are mainly offered through the smart vending machines of the company, referred to as ESSENTIA, which represent the overall company sales approach and one of the primary company differentiators from other comparable rivals. Consequently, the smart vending machines that supply the company pocket perfumes are positioned in main thoroughfares where a number of customers, including university students and working-class individuals, often pass through daily, especially in university basements, shopping centers, corporate centers, as well as transport termini,

primarily targeting impulse purchases from consumers that are likely to require personal grooming services, especially just before meeting or attending important occasions.

Each vending machine has a digital display interface that clearly provides information regarding the fragrances offered by the vending service, including the notes of the fragrance, the intensity of the fragrance, and the occasions that require the fragrance. This avoids confusion for the customers choosing the fragrances without the need for physical help and provides confidence to the customers while using the vending service. There is the option for customers to make cashless transactions using QR code payments, e-wallet payments, and debit/credit cards, which aligns more with the preferences and requirements of the present consumer segment for quick decision-making and increased consumer convenience that becomes significant for time-sensitive customers in cities and metropolitan areas.

To maximize the sales effectiveness, ESENTIA adopts the dynamic pricing mechanism by utilizing the promotional options provided by the vending machines. Buying discounts and promotional deals are offered through the vending machines to encourage customers to explore the brand. RM12 is a promotional price offered to ensure it is affordable for new customers to explore the brand without risking the capital. This strategy not only maximizes the conversion potential of the product but also opens the door for new customers to explore the Signature EDP (150ml) in other retail outlets.

Furthermore, the sales machine is connected to a sales monitoring and inventory control mechanism that assists ESSENTIA in monitoring information on sales trends and preferences in time-sensitive issues and the time of day at which purchases are preferred. Utilizing this sales monitoring and inventory control mechanism is advantageous to ESSENTIA as the firm is in the position to reduce costs on employee maintenance while still generating sales through the efficient use of the sales channel.

### **5.3.2 Retail Outlets (Signature EDP – 150ml)**

The Signature EDP (150ml) fragrances are also being retailed through selected retail outlets, because customers would still want the traditional buying experience and would be seeking long-term value from a full-sized perfume. Accordingly, the chosen retail stores have been placed in areas with commercial hubs, shopping malls, and lifestyle centers that provide customers with the greater intent to browse and buy. Retail outlets let customers physically test fragrances to compare scent profiles, longevity, and suitability for different occasions. This channel of sale is useful for customers who have tried the Discovery EDP through a vending machine and would like to upgrade to a big bottle, thus promoting customer conversion from trial to commitment.

In addition to this, the retail stores also act as an important feature for brand creation and consumer interaction. Here, trained staff assist customers in basic scent choices, definitions of fragrances used in the products, and the provision of suggestions matching the preferences of the customers. Retail stores also allow ESSENTIA to incorporate another important feature related to the promotion of the products for the customers. This aims at facilitating higher-end purchases for the customers. Here, the experiential selling helps the brand attain higher revenue on each transaction. Along with these factors, the decision to maintain the brand image of an affordable premium brand with the use of vending machines for convenience-based selling and physical stores for relationship-based selling by the brand also becomes more relevant.

### **5.3.3 Customer Engagement & Repeat Sales**

Another significant aspect that ESSENTIA has implemented in their sales strategy is customer engagement. The importance of establishing a long-term relationship with consumers plays an important role in enhancing purchase repetition and making their sales strategy sustainable in nature. ESSENTIA has used technology innovation in their customer engagement strategy by incorporating the use of ‘QR’ codes in their vending machines as well as their

product packaging material, through which their consumers will be directed to visit their 'official' social media websites. The consumers will be able to obtain all the necessary information about the fragrances, along with tips on 'using' the fragrances through their social media websites. The student fraternity as well as working professionals constitute their target consumers who are 'high' users of social media networks.

Furthermore, loyalty-driven programs enable ESSENTIA to attract repeat buyers instead of retaining only first-time buyers as customers. Different kinds of sales promotions, such as discount coupons and other rewards, are provided to loyal buyers through the brand's presence on social media sites as well as through repeat purchases via the store's vending machines. Data on sales generated through its vending machines is used to determine purchase patterns and sales of specific scented fragrances, helping ESSENTIA to retain its loyal buyers as repeat customers and promote its sales in the highly competitive market for fragrances and scented toiletries.

#### **5.3.4 Marketing-Driven Sales Integration**

ESSENTIA effectively integrates these with sales objectives to ensure that brand promotion drives sales rather than brand familiarity. ESSENTIA focuses on digital marketing, with social media like Instagram and TikTok used to display fragrance stories, scent characteristics, and lifestyle attributes, especially with appeal to students and working professionals. Moreover, ESSENTIA integrates brand promotion with social influencers to gain customer trust and uses advertisements to promote the brand to regions containing ESSENTIA vending machines and retail outlets. This ensures that ESSENTIA is reaching customers at the correct place and time with tailored messages to influence sales. ESSENTIA also uses QR codes on brand promotion materials and vending machines to influence customers to access ESSENTIA's online platforms and gain access to exclusive promotion and other sales drives.

Furthermore, ESSENTIA uses point-of-purchase marketing to enhance the relationship between promotions and sales efficiency. Vending machine digital advertising is used as an advertising and sales platform to foster decision-making for the customer while making purchases through various messages and offers placed on the advertising platforms. Various tactics deployed on the advertising platforms ensure that purchase hesitation is eliminated and impulse purchases are fostered among the customer base, thus enabling ESSENTIA to achieve its sales goals while ensuring adequate sales efficiency is realized through the promotions deployed in strategy formulation and implementation. Overall, various sales aspects deployed on the platforms ensure adequate sales efficiency is realized while maintaining an image as an efficient sales and advertising force to reckon with in the market.

### **5.3.5 Monitoring and Continuous Improvement**

ESSENTIA uses a structured system of monitoring to continuously monitor and evaluate sales performance, customer tastes, and efficiency. The sales generated through vending machines and retail stores is analyzed on a weekly and monthly basis to track various sales metrics such as sales done per fragrance type, peak sales timing, turnover ratio, and sales from various locations. ESSENTIA, through this scientific approach, is able to gauge which fragrances are selling well and which are not selling, and which locations have vending machines that have higher sales and other locations that have such machines, thus helping the firm make informed strategic decisions to make the most out of these sales.

Besides sales volume statistics, ESSENTIA lays emphasis on constant improvement through customer feedback and market responsiveness. Feedback is obtained through QR code surveys, social media interactions, online reviews, and engaging with customers at retail counters. Feedback from customers helps ESSENTIA improve fragrances, packaging, promotional campaigns, and overall interaction with customers on vending machines. In addition to this, reviews of competitors' pricing, promotional campaigns, and market trends encourage

ESSENTIA to make suitable adjustments to their pricing and promotional campaigns when necessary. This constant attempt to improve ensures that ESSENTIA is constantly responsive to customers' needs and that they maintain and further build on their competitive edge.

Overall, it is quite clear from the market analysis section that the market for the perfume business is indeed an increasing market. Also, the market can be considered a favorable market for the business as the product will be targeted towards the student community or working professionals. By effectively utilizing market segmentation principles and prospecting the correct market size with a reasonable projection of sales and market shares in the market, it is clear that the business can indeed flourish given the market conditions in the Setia Alam area. On the other hand, the differentiated competitive edge component is quite clear. As compared to the traditional perfume business and even the online retail business in the market selling perfume and similar products, the business is utilizing a unique selling platform with a reasonable value for money. Thus, with the support of an established marketing mix and sales strategies combined with a data-driven monitoring technique in the market, the business can indeed flourish as a new player in the market.

## **6.0 Operations**

### **6.1 Development**

#### **6.1.1 Research and Development**

We actively engaged in the research and development of ESSENTIA, a one-of-a-kind creation that creates the perfect essence. Our R&D efforts focused on bringing out the immaculate and amazing type of scent while maintaining the locals preference. We succeeded in establishing a balance of fragrance and consistency after significant experimenting with ingredient combinations and product designs. Consumer fragrance tests provided particularly useful insights, enabling formula optimization and affecting product packaging design. Moving

forward, we intend to develop this innovation by adding other scent notes and constantly improving our production method.

### **6.1.2 Production**

ESSENTIA is a perfume retail, online, and vending machine-based business that focuses on delivering high-quality fragrances through both physical and digital platforms. To ensure efficient operations, consistent product quality, and smooth customer service, the business requires reliable and industry-standard equipment.

For fragrance formulation, ESSENTIA will source essential oils, fragrance compounds, aroma chemicals, and fixatives from AromaChem Supplies (M) Sdn. Bhd., Penang, a supplier specializing in cosmetic and fragrance raw materials that comply with industry standards. Ethanol and perfumer's alcohol used as base solvents will be obtained from PureSol Chemical Industries Sdn. Bhd. , Selangor, ensuring high purity and safety for cosmetic applications.

To support perfume dispensing and automated sales, ESSENTIA will acquire custom perfume vending machines from VisionTech Solutions (M) Sdn. Bhd., Shah Alam, which specializes in customized vending machine systems with secure payment integration and inventory monitoring features. These machines are designed to enhance customer convenience while maintaining product safety and hygiene.

For perfume preparation, refilling, and packaging processes, ESSENTIA will source glass perfume bottles, atomizer sprays, and refill containers from Crystal Pack Industries Sdn. Bhd., Klang, a supplier known for its high-quality cosmetic packaging materials. Stainless steel mixing containers and laboratory-grade measuring tools will be obtained from ProLab Equipment Supply Sdn. Bhd., Petaling Jaya, to ensure accurate formulation and handling.

To support online operations, ESSENTIA will invest in barcode scanners, receipt printers, and point-of-sale (POS) systems from SmartRetail Systems Sdn.

Bhd., Kuala Lumpur, enabling efficient transaction processing and inventory management. Packaging materials such as boxes, bubble wraps, and branded mailers will be sourced from EcoPack Malaysia Sdn. Bhd., Selangor, which provides eco-friendly and cost-effective packaging solutions.

For storage and preservation, ESSENTIA will obtain display cabinets and climate-controlled storage units from CoolStore Equipment Sdn. Bhd., Puchong, ensuring that perfumes are kept in optimal conditions to maintain their fragrance quality. Additionally, office furniture and workstations will be purchased from OfficePro Supplies Sdn. Bhd., Subang Jaya, to support administrative and customer service operations.

By sourcing equipment from reputable local suppliers, ESSENTIA ensures reliable after-sales service, competitive pricing, and easy accessibility within the Shah Alam and Klang Valley area, supporting sustainable business growth and operational efficiency.

<b>Equipment / Material</b>	<b>Supplier</b>
Essential oils, fragrance compounds, aroma chemicals, and fixatives	AromaChem Supplies (M) Sdn. Bhd., Penang
Perfume vending machines	VisionTech Solutions (M) Sdn. Bhd., Shah Alam
Glass perfume bottles, atomizer sprays, and refill containers	Crystal Pack Industries Sdn. Bhd., Klang

Stainless steel mixing containers and laboratory-grade measuring tools will be obtained	ProLab Equipment Supply Sdn. Bhd., Petaling Jaya,
Barcode scanners, receipt printers, and point-of-sale (POS) systems	SmartRetail Systems Sdn. Bhd., Kuala Lumpur
Boxes, bubble wraps, and branded mailers	EcoPack Malaysia Sdn. Bhd., Selangor
Display cabinets and climate-controlled storage units	CoolStore Equipment Sdn. Bhd., Puchong
Office furniture and workstations will be purchased	OfficePro Supplies Sdn. Bhd., Subang Jaya

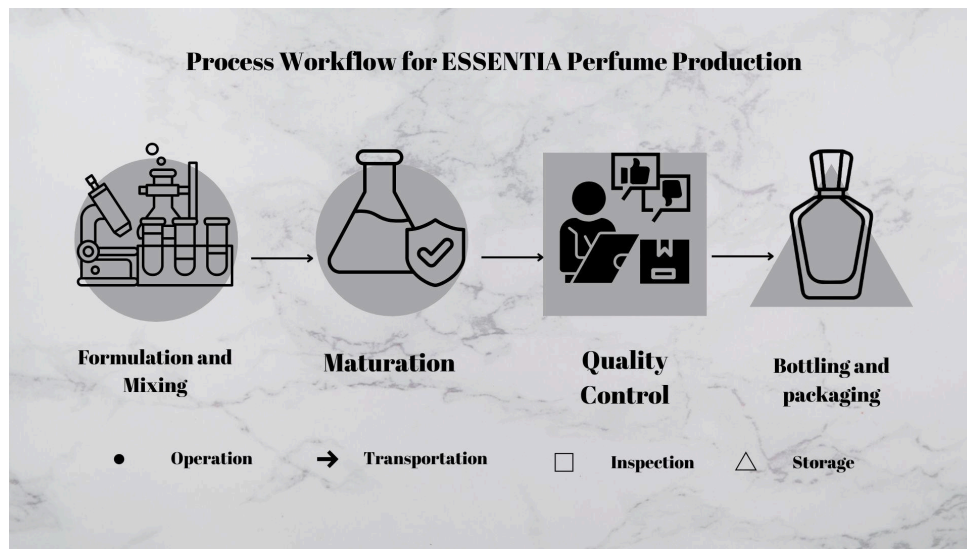
**Table 6.1.2 : The ESSENTIA Source of Equipment**

### 6.1.3 Process Work Flow

<b>Symbols</b>	<b>Type of activities</b>	<b>Meaning</b>	<b>Detailed Steps in ESSENTIA Perfume Process</b>
•	Operation	Represents an activity where materials are transformed or processed	Raw materials such as fragrance oils, essential oils, ethanol, and fixatives are measured accurately. The ingredients are then mixed and blended according to the perfume formulation using laboratory

			equipment.
→	Transportation	Represents the movement of materials from one place to another	The blended perfume solution is transferred from the mixing area to the maturation storage area and later moved to the filling and packaging section.
□	Inspection	Represents checking and quality control activities	The perfume is tested for fragrance consistency, alcohol concentration, clarity, and stability. Samples are inspected to ensure they meet ESSENTIA's quality standards before bottling.
△	Storage	Represents holding materials or products temporarily	Raw materials, blended perfume during maturation, and finished bottled perfumes are stored in temperature-controlled cabinets to maintain quality and prevent contamination.

**Table 6.1.3.1 : Process Work Flow of ESSENTIA**



**Figure 6.1.3.2 : ESSENTIA Process Workflow**

The perfume production workflow at ESSENTIA begins with the accurate measurement and mixing of essential oils, fragrance compounds, and perfumer’s alcohol according to specific formulas. The blended solution is then transferred to sealed containers for maturation, allowing the fragrance to stabilize and develop its full scent profile. After maturation, the perfume undergoes quality control testing to check its consistency, clarity, and stability. Once approved, the perfume is filled into bottles, capped, labeled, and packaged before being distributed for online sales, retail outlets, and vending machines. This systematic process ensures consistent quality, efficiency, and customer satisfaction.

## 6.2 Production Workflow

### 6.2.1 Manpower planning for ESSENTIA

SERVICES	FIGURES
Planned production per day	103 unit/day
Workers production time	8 hours
Workers standard production time per unit	2 minutes/ unit

**Table 6.2.1 : Manpower Planning of The ESSENTIA**

FACTORY	OFFICE
Operating Hours : 8 hours	Operating Hours : 8 Hours
(9.00 am - 5.00 pm)	(9.00 am - 5.00 pm)
1 shift per day	1 hour break
Working days : 6 days/week	Working days : 6 days/week
(Monday - Saturday)	(Monday - Saturday)

**Table 6.2.1.2 : ESSENTIA Working Operation**

<b>STEP</b>	<b>TASK</b>	<b>TIME PER UNIT</b>
1	Receive orders (online / vending / retail)	0.5 min
2	Measure fragrance oils and alcohol	1.5 min
3	Mix and blend perfume solution	2 min
4	Maturation and stabilization	5 min
5	Quality inspection and testing	1 min
6	Fill the perfume into the bottle	1.5 min
7	Label, pack, and prepare for distribution	0.5 min

**Table 6.2.1.3 : ESSENTIA Production Workflow**

### 6.2.2 Daily Output Capacity

<b>OUTPUT</b>	<b>CAPACITY</b>
Output per hour	= 103 units ÷ 8 hours = <b>13 units/hour</b>
Output per day	= 2,670 units ÷ 26 days = <b>103 units/day</b>
Output per month	= 2,670 units/month
Output per year	= 2,670 × 12 months = <b>32,040 units/year</b>
Operation cost	= Material cost + Overhead cost = RM 10,000 + RM 45,600 = RM 55,600
Cost per unit	= Total operation cost / unit = RM 55,600 / 2,670 = RM 20.82

**Table 6.2.2.1 : ESSENTIA Output Capacity**

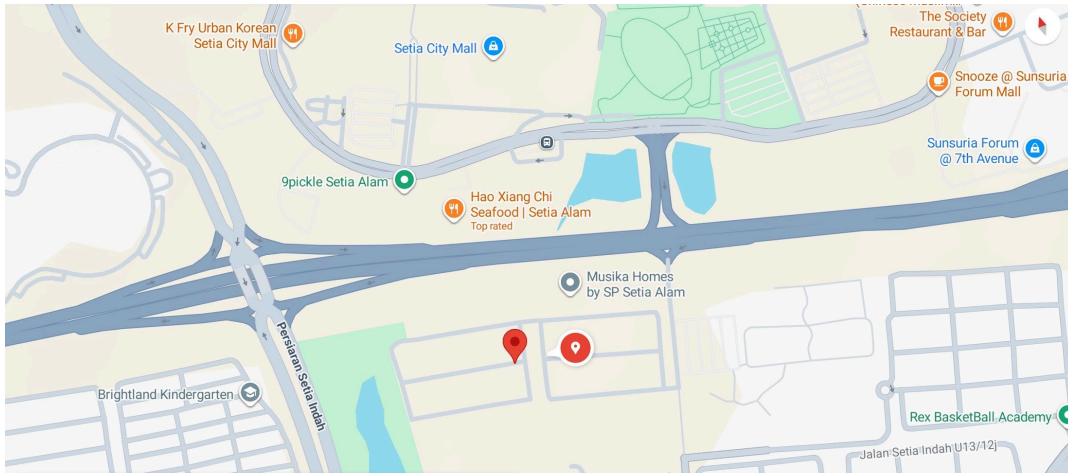
## **6.3 Facilities**

### **6.3.1 Location of Business**

ESSENTIA operates using a medium sized operational facility located at an industrial area in Setia Alam, Selangor (28-1 Setia Avenue, Jln Setia Prima S U13/9, Setia Alam, 40170 Shah Alam, Selangor, Malaysia) .This includes the capability of facilitating perfume production, bottle, packaging, storage of inventory, as well as office operations. This facility will be housed within a rented shop lot.

The vending machines are placed in designated public areas where the density of pedestrians is high. The terms for leasing the machines and the revenue split are negotiated based on the location and the potential for sales. In particular, the machine will be put in mall area and rest and service area (also known as R&R), in order to strategically achieve potential buyer at the same time gaining profits. Other than that, the retail space that was rented will be operated in Setia City Mall in Shah Alam in a kiosk style shop as a starter (L3-20, Tingkat L3 Setia City Mall 7 Persiaran Setia Dagang Bandar Setia Alam, Seksyen, U13, 40170 Shah Alam, Selangor).

Some of the requirements under this category include electricity, water provision, ventilation, internet connection for monitoring machines, and security. Preventive and safety measures are put in place to ensure a clean and safe working environment.



**Figure 6.3.1.1 : ESSENTIA HQ in Setia Alam, Selangor**



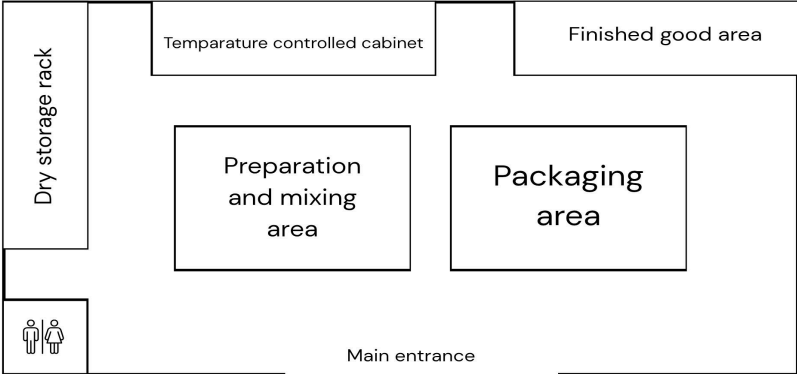
**Figure 6.3.1.2 : ESSENTIA Kiosk shop in Setia City Mall**



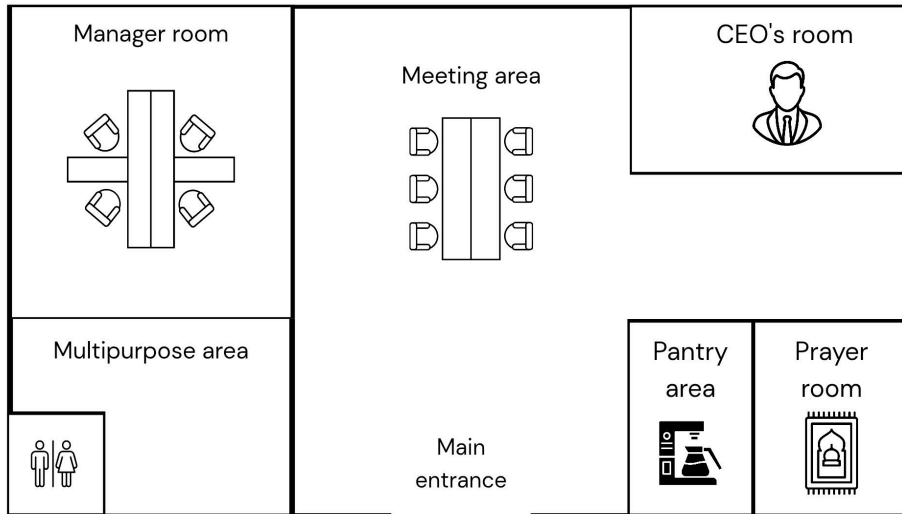
**Figure 6.3.1.3 : ESSENTIA Perfume vending machine**

**6.3.2 Operation Layout**

The production layout of ESSENTIA is designed to ensure efficient perfume manufacturing while maintaining high standards of cleanliness, safety, and product quality, beginning with the organized storage of incoming raw materials such as fragrance oils, essential oils, alcohol, bottles, and packaging materials in designated dry storage racks, with sensitive materials kept in temperature-controlled cabinets to preserve quality and prevent contamination. Ingredients are then precisely measured and weighed in the preparation area using laboratory tools, with all equipment cleaned at a nearby washing station to maintain hygiene, before being processed in the mixing and blending area where fragrance formulations are prepared and matured in sealed containers under conditions that minimize exposure to heat, light, and air. After that, the perfume solution is transferred to the filling section where staff fill the bottles, which then move directly to the adjacent packaging area for labeling, sealing, and boxing, with each bottle clearly marked with the brand name, batch number, and expiry date for traceability and regulatory compliance. Finally, finished products are stored under controlled conditions in the finished goods area before being distributed to retail outlets, vending machines, and online customers, supported by facilities such as staff lockers, washrooms, and a small administrative desk for record keeping, inventory management, and daily operations monitoring.

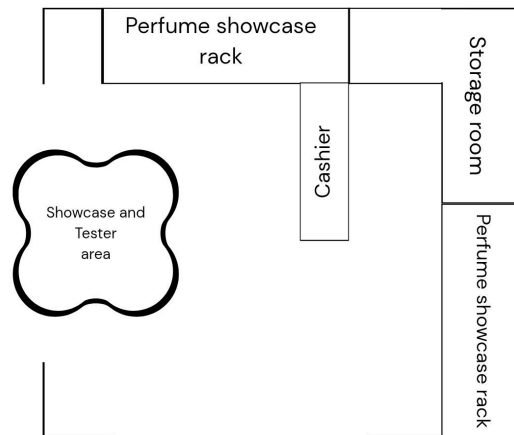


**Figure 6.3.2.1 : ESSENTIA Operational Layout**



**Figure 6.3.2.2 : ESSENTIA Office Layout**

The building plan presents a practical and well-structured office layout designed to facilitate the management and staff activities. The CEO’s room is located at the top right, providing privacy for executive work, while the manager room is placed at the top left for coordinated supervision. A central meeting area serves as the main space for discussions and decision-making. Below, a multipurpose area allows flexibility for various staff activities, and washroom facilities are conveniently positioned nearby. At the front, the main entrance leads into an open space that connects all sections. On the right side, the pantry area and prayer room offer comfort and convenience.



**Figure 6.3.2.3 : ESSENTIA Kiosk Layout**

The kiosk layout is arranged to provide a smooth and engaging shopping experience for ESSENTIA customers. The perfume showcase racks are positioned along the sides to display products clearly and attractively. At the center, the showcase and tester area allows customers to try different fragrances comfortably. The cashier counter is placed near the storage room to ensure efficient payment processing and easy access to inventory. The storage room is located at the back to keep extra stock organized and secure. This layout promotes easy movement, improves customer interaction, and supports efficient daily operations.

### 6.3.3 Operation Overhead

No.	Items	Cost yearly (RM)
1.	Rental (RM6,000 × 12)	72,000
2.	Utilities (RM 800 × 12)	9,600
3.	Maintenance	1,500
4.	Renovation	8,000
5.	Business premise license	1,500
6.	Installation of machines	4,000
	<b>Total</b>	96,600

**Table 6.3.3 : Overhead Cost**

### 6.3.4 License, permit and regulations required

The Table shows the licenses, permits, and regulations required for the ESSENTIA business, which includes several approvals from relevant authorities to ensure lawful operation and compliance with standards.

No.	License/Permits	Issuing Authority	Purpose	Estimated cost
1.	Business Premise License	Majlis Bandaraya Shah Alam (MBSA)	To legitimize the business operation.	RM 300-1000
2.	Fire Safety Clearance	BOMBA	Ensures the building comply with safety regulation	RM 300-500

**Table 6.3.4 : License, Permits and Regulations Required to Operate**

## 6.4 Staffing

ESSENTIA maintains a lean organizational structure in the initial states of the growth process. Major operational functions are handled by the founders of the company in order to ensure maximum accountability and budgetary effectiveness. The Operations tasks are production management, supplier coordination, inventory control, quality control, financial management, marketing implementation, and planning. Depending on the volume of operations, part-time assistants are employed for packaging, replenishment, servicing, and logistics. The training is focused on hygiene habits, product handling protocols, machinery usage protocols, safety knowledge about customer services in maintaining professional working standards.

### 6.4.1 Staffing Needs and Key Roles

<b>Positions</b>	<b>Main Duties</b>	<b>Quantity</b>
<b>Operational Manager</b>	<ul style="list-style-type: none"> <li>● Oversees production scheduling</li> <li>● Supplier coordination</li> <li>● Vending machines performance and logistics</li> </ul>	<b>1</b>
<b>Marketing Manager</b>	<ul style="list-style-type: none"> <li>● Manages promotional campaigns, digital content, and customer engagement</li> </ul>	<b>1</b>
<b>Finance Manager</b>	<ul style="list-style-type: none"> <li>● Control budgeting, expenses, sales reporting, and financial planning</li> </ul>	<b>1</b>
<b>Procurement Manager</b>	<ul style="list-style-type: none"> <li>● Handles sourcing of fragrance oils, bottles, packaging materials</li> <li>● Inventory management</li> </ul>	<b>1</b>
<b>Quality Control Manager</b>	<ul style="list-style-type: none"> <li>● Ensures fragrance quality, safety compliance, and packaging standards</li> </ul>	<b>1</b>
<b>Crew Member</b>	<ul style="list-style-type: none"> <li>● Able to do the job according to the task</li> </ul>	<b>3</b>
<b>Total</b>		<b>5</b>

**Table 6.4.1 : Staffing Needs and Key Roles**

### 6.4.2 Employee Type and Sourcing

<b>Position</b>	<b>Qualification</b>	<b>Employment Type</b>	<b>Sourcing Method</b>
Operational Manager	Bachelor	Full time	Local job portal, social media advertisement and experienced staff for SME industry
Marketing Manager	Bachelor	Full time	Local job portal, social media advertisement and internship
Finance Manager	Bachelor	Full time	Local job portal, social media advertisement and internship
Procurement Manager	Bachelor	Full time	Local job portal, social media advertisement and internship
Quality Control Manager	Bachelor	Full time	Local job portal, advertisement and internship
Crew	SPM or Degree	Part Time and Full Time	Social media advertisement

**Table 6.4.2 : Employment Type**

### 6.4.3 Staff Training and Development

For ESSENTIA, effective training and development are important to ensure high service quality and business operations. The first training and development that is required is product knowledge training. This is important to ensure that the employees are aware of the perfume notes, ingredients, and use. This enables the employees to be able to explain the products to the customers confidently. The second training and development is the customer service training. This is essential to ensure that the employees are able to acquire good communication skills and selling skills. The third training and development is the sales and marketing training. This is essential to ensure that the products are promoted using the online platforms, vending machines, and kiosks. The fourth training and development is technical training. This is essential to ensure that the employees are aware of the POS system, vending machines, and inventory software. The fifth training and development is the production and quality control. This is essential to ensure that the perfume formulation is consistent. The sixth training and development is the health, safety, and ethics in the workplace.

## 6.5 Equipment

### 6.5.1 Producing Equipment

<b>Item</b>	<b>Quantity</b>	<b>Estimated Cost</b>	<b>Lease / Purchase</b>	<b>Source (Supplier)</b>
<b>Digital Weighing Scale</b>	<b>1</b>	<b>250</b>	<b>Purchase</b>	<b>V&amp;C Infinity Enterprise Sdn. Bhd</b>
<b>Measuring beaker and cups</b>	<b>3 sets</b>	<b>200</b>	<b>Purchase</b>	<b>LabMart Malaysia</b>
<b>Manual mixing containers</b>	<b>3</b>	<b>500</b>	<b>Purchase</b>	<b>ChemSupply Trading</b>
<b>Manual Bottle</b>	<b>2</b>	<b>200</b>	<b>Purchase</b>	<b>PackEasy Solutions</b>

<b>Filling Tool</b>				
<b>Bottle Capping Tool</b>	<b>2</b>	<b>150</b>	<b>Purchase</b>	<b>SealPro Equipment</b>
<b>Label Printer and Applicator</b>	<b>1</b>	<b>1,500</b>	<b>Lease</b>	<b>PrintTech Supplies</b>
<b>Storage shelf</b>	<b>4</b>	<b>2,000</b>	<b>Lease</b>	<b>IKEA</b>
<b>Safety Equipment Set</b>	<b>2 sets</b>	<b>600</b>	<b>Purchase</b>	<b>SafeWork Industrial Supplies</b>

**Table 6.5.1 : List of Producing Equipment**

#### **6.5.2 Other Equipment**

<b>Item</b>	<b>Quantity</b>	<b>Estimated Cost (RM)</b>	<b>Lease / Purchase</b>	<b>Source (Supplier)</b>
<b>Temperature -Controlled Cabinet</b>	<b>1</b>	<b>3,500</b>	<b>Purchase</b>	<b>CoolTech Solutions (M) Sdn. Bhd.</b>
<b>Dry Storage Rack</b>	<b>3</b>	<b>1,800</b>	<b>Purchase</b>	<b>StoreMax Industrial Supplies</b>

<b>Finished Goods Storage Shelf</b>	<b>4</b>	<b>2,200</b>	<b>Purchase</b>	<b>RackPro Malaysia</b>
<b>Office Desk</b>	<b>5</b>	<b>3,000</b>	<b>Purchase</b>	<b>OfficePro Furniture Sdn. Bhd.</b>
<b>Office Chair</b>	<b>5</b>	<b>2,000</b>	<b>Purchase</b>	<b>ComfortSeating Malaysia</b>
<b>Desktop Computer</b>	<b>3</b>	<b>4,500</b>	<b>Purchase</b>	<b>TechZone Systems Malaysia</b>
<b>Printer &amp; Scanner</b>	<b>1</b>	<b>1,200</b>	<b>Purchase</b>	<b>PrintSmart Solutions</b>
<b>Filing Cabinet</b>	<b>2</b>	<b>1,000</b>	<b>Purchase</b>	<b>SafeFile Office Supplies</b>

<b>Wi-Fi Router &amp; Network Setup</b>	<b>1 set</b>	<b>800</b>	<b>Purchase</b>	<b>NetLink Technology Services</b>
<b>CCTV Security System</b>	<b>1 set</b>	<b>2,500</b>	<b>Purchase</b>	<b>SecureView Solutions (M) Sdn. Bhd.</b>

**Table 6.5.2 : List of Equipment**

### **6.5.3 Office Supplies**

<b>Item Description</b>	<b>Quantity</b>	<b>Estimated Cost (RM)</b>	<b>Lease / Purchase</b>	<b>Source (Supplier)</b>
<b>Ballpoint Pens</b>	<b>5 boxes</b>	<b>150</b>	<b>Purchase</b>	<b>Popular Bookstore Malaysia</b>
<b>Highlighters</b>	<b>3 packs</b>	<b>90</b>	<b>Purchase</b>	<b>MR.DIY</b>
<b>Scissors</b>	<b>5 units</b>	<b>75</b>	<b>Purchase</b>	<b>MR.DIY</b>

<b>Staplers</b>	<b>3 units</b>	<b>120</b>	<b>Purchase</b>	<b>OfficeMate Supplies</b>
<b>Staple Pins (Refill)</b>	<b>5 boxes</b>	<b>50</b>	<b>Purchase</b>	<b>OfficeMate Supplies</b>
<b>Paper Clips</b>	<b>5 boxes</b>	<b>40</b>	<b>Purchase</b>	<b>Popular Bookstore Malaysia</b>
<b>A4 Printing Paper</b>	<b>10 reams</b>	<b>450</b>	<b>Purchase</b>	<b>Stationery World Sdn. Bhd.</b>
<b>Notebooks</b>	<b>20 units</b>	<b>200</b>	<b>Purchase</b>	<b>Popular Bookstore Malaysia</b>
<b>Envelopes</b>	<b>5 boxes</b>	<b>100</b>	<b>Purchase</b>	<b>Stationery World Sdn. Bhd.</b>

<b>Files &amp; Folders</b>	<b>30 units</b>	<b>180</b>	<b>Purchase</b>	<b>OfficeMate Supplies</b>
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**Table 6.5.3 : List of Office Supplies**

## **6.6 Supplies**

### **6.6.1 Total Cost per Unit**

<b>Raw Material</b>	<b>Estimated Quantity</b>	<b>Total Cost (RM)</b>	<b>Cost Per Unit (RM)</b>
<b>Alcohol</b>	<b>± 80 L (@ RM 120/L)</b>	<b>9,600.00</b>	<b>3.60</b>
<b>Oil Essence</b>	<b>± 27 L (@ RM 1,200/L)</b>	<b>32,400.00</b>	<b>12.13</b>
<b>Perfume Bottle</b>	<b>2,670 units (@ RM 4.50/unit)</b>	<b>12,015.00</b>	<b>4.50</b>
<b>Others (Labels, packaging, etc.)</b>	<b>—</b>	<b>1,574.40</b>	<b>0.59</b>

<b>GRAND TOTAL</b>		<b>55,589.40</b>	<b>20.82</b>
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**Table 6.6.1 : Total Cost Per Unit for ESSENTIA**

The table above shows the total cost per unit for the ESSENTIA perfume business, excluding overhead cost and labour hours.

**TOTAL MONTHLY RAW MATERIAL: RM55,589.40**

**COST PER UNIT:**

**RM55,589.40 ÷ 2,670 units = RM20.82 per unit (excluding overhead)**

### **6.6.2 Suppliers**

<b>Supply Type</b>	<b>Supplier</b>	<b>Location</b>	<b>Reason for Selection</b>
<b>Alcohol</b>	<b>ChemSol Trading Sdn. Bhd.</b>	<b>Shah Alam, Selangor</b>	<b>Near production facility; reduces transport costs/time; high-quality perfumer's alcohol.</b>

<b>Oil Essence</b>	<b>Aroma Essence Supplier</b>	<b>Klang, Selangor</b>	<b>Proximity ensures consistent supply of premium oils with minimal logistics delay.</b>
<b>Perfume Bottle</b>	<b>GlassPack Industries</b>	<b>Shah Alam, Selangor</b>	<b>Local manufacturer; customizable options; cost efficiency and fast restocking.</b>
<b>Others (Labels, etc.)</b>	<b>PrintPro Packaging</b>	<b>Subang Jaya, Selangor</b>	<b>Flexible packaging solutions; quick turnaround; reliable service within Selangor.</b>

**Table 6.6.2 : List of Supplier**

## **7.0 Management Team and Company Structure**

### **7.1 Management Team**

ESSENTIA is a partnership business entity registered with the Companies Commission of Malaysia (SSM). In this structure which also is a business owned by a maximum of 20 individuals, we see two or more people come together. This format also allows the partners to share in the responsibilities, capital, and profits which at the same time means that they are recognized by law as a separate entity.

The company is run by a team of six which include key management personnel. Mohd Shazmie Bin Samjan is the Chief Executive Officer which also puts him in charge of the company's strategic direction and what major decisions are made. Also part of the management team is Haikal Iskandar Bin Daeni Arman who is in charge of the day to day operations which he runs very smoothly.

Aliff Iskandar Bin Hairudin is the Quality Control Manager which is a role he plays in upholding product quality standards and in seeing to it that production is consistent. Muhammad Hazmi Haziq Bin Noor Azhar is our Procurement Manager which means he is in charge of the raw materials we source and also the relationships with suppliers. In terms of the financial matters of the company we have Muhammad Farhan Bin Anuar as our Financial Manager which includes responsibility for budgeting, financial planning and financial records. For the marketing activities and promotion strategies we have at the helm of things Muhammad Taufiq Syaqrin Bin Salleh in his role as Marketing Manager which also includes the development of the brand and expansion into new markets. Each member of the management team plays a specific role that contributes to the operational efficiency, sustainability, and long-term growth of ESSENTIA.



**Figure 7.1 Organizational Chart**

Mohd Shazmie Bin Samjan as CEO is in charge of the company wide leadership and strategy at ESSENTIA. He heads up the coordination of all main business functions which in turn improves efficiency of the company and ushers in the achievement of our long term goals. Also in a key role in decision making, business growth and which is to see to it that the company’s vision and mission is put into practice in each department.

Aliff Iskandar Bin Hairudin the Quality Control Manager is in charge of ensuring that all perfume products meet the set quality, safety and consistency standards. He is in charge of quality assurance processes, monitors product formulation and packaging and sees to it that we are in compliance with relevant regulations to in turn maintain customer satisfaction and brand credibility.

Haikal Iskandar Bin Daeni Arman is the person in charge of Operations and is responsible for day to day business operations. In that role he is in charge of production processes, coordinating logistics, managing inventory, and that vending machines and retail operations run smoothly. Also he is into maintaining operational efficiency and supporting business growth.

Muhammad Taufiq Syaquirin Bin Salleh who is the Marketing Manager is in charge of branding and marketing outreach of ESSENTIA. Also he is in charge of social media platforms management, running promotional campaigns and customer engagement initiatives as well as doing market research to determine customer trends and market trends.

In the role of Procurement Manager, Muhammad Hazmi Haziq Bin Noor Azhar is responsible for outwards of what we source from our suppliers in terms of fragrance oils, bottles, and packaging he also works to get for the company the best quality products at the best prices which in turn helps us to pass along those savings to our consumers, also within this role he manages stock levels to avoid production breaks.

Muhammad Farhan Bin Anuar is the Financial Manager which includes responsibility for the company's financial affairs. He is in charge of budgeting, cash flow management, expense control, and financial reporting. Also he provides financial insights which support strategic decision making and sees to the overall financial stability of ESSENTIA.



**CHIEF EXECUTIVE OFFICER (CEO)**

Name	Mohammad Shazmie Bin Samjan
Identify Card Number	000220-12-8766
Age	26
Permanent Address	323, Kampung Limbawang Beaufort Sabah, 89800
E-mail	Shazmieshaz059@gmail.com
Telephone Number	012-8622864
Marital Status	Single
Academic Status	Bachelor of Science in Hospitality Management (Honours)
Course Attended	- Executive Leadership & Strategic Management Program - Corporate Governance & Board Leadership Training
Skills	- Strategic planning and business development - Decision-making and problem-solving under pressure
Experiences	- Led overall business strategy, vision, and corporate direction to ensure sustainable growth and profitability - Built strong leadership teams and fostered high-performance culture across departments.



### **QUALITY CONTROL MANAGER**

Name	Aliff Iskandar Bin Hairudin
Identify Card Number	040713-10-2068
Age	22
Permanent Address	No. 6 Jalan Saujana 1/8 Desa Saujana, Desa Putra, 43000, Kajang, Selangor
E-mail	isqandar.hairudin@gmail.com
Telephone Number	013-7259823
Marital Status	Single
Academic Status	Bachelor of Science in Hospitality Management (Honours)
Course Attended	<ul style="list-style-type: none"><li>- Good Manufacturing Practice(GMP)&amp; Hygiene Management</li><li>- Statistical Process Control(SPC) &amp; Quality Data Analysis</li><li>- Occupational Safety and Health (OSHA) Awareness Training</li></ul>
Skills	<ul style="list-style-type: none"><li>- Internal audit planning and execution</li><li>- Process inspection, testing, and quality assurance</li><li>- Strong communication and decision-making skills</li></ul>
Experiences	<ul style="list-style-type: none"><li>- Conducted internal audits and coordinated external audits with certification bodies</li><li>- Supervised QC inspectors and provided training on quality standards and safety practices</li></ul>



**OPERATIONAL MANAGER**

Name	Haikal Iskandar Bin Daeni Arman
Identify Card Number	020326-08-0879
Age	24 years old
Permanent Address	48, 22/a Jalan Lengkuas, Ken Rimba Legian, Seksyen 16, 40200 Shah Alam, Selangor.
E-mail	hyekarll89@gmail.com
Telephone Number	011-16113659
Marital Status	Single
Academic Status	Bachelor of Science in Hospitality Management (Honours)
Course Attended	-Operations Management -Hospitality Operations & Service Management -Supply Chain & Inventory Management
Skills	-Problem solving skills -Effective communication -Discipline HAIKAL SEM
Experiences	-Operations Assistant in Hospitality Project (2022–2023) -Inventory & Logistics Coordinator in Student Business Project (2023)



### **MARKETING MANAGER**

Name	Muhammad Taufiq Syaqrin Bin Salleh
Identify Card Number	040610-01-2149
Age	22
Permanent Address	8, Jalan Pinang Hijau, Taman Sayong Pinang, Bandar Tenggara, 8140, Kulai, Johor
E-mail	taufiqsyaqrin162@gmail.com
Telephone Number	019-4277628
Marital Status	Single
Academic Status	Bachelor of Science in Hospitality Management (Honours)
Course Attended	<ul style="list-style-type: none"><li>- Digital Marketing &amp; Social Media Strategy Certification</li><li>- Consumer Behaviour &amp; Market Research Training</li><li>- Sales &amp; Customer Relationship Management (CRM)</li></ul>
Skills	<ul style="list-style-type: none"><li>- Strategic Marketing Planning</li><li>- Digital Marketing &amp; Social Media Management</li><li>- Market Analysis &amp; Consumer Insight</li></ul>
Experiences	<ul style="list-style-type: none"><li>- Managed social media platforms and digital advertising to attract targeted audiences</li><li>- Organized promotional events, product launches, and partnership with strategic locations</li></ul>



**PROCUREMENT MANAGER**

Name	Muhammad Hazmi Haziq Bin Noor Azhar
Identify Card Number	040810-60-5555
Age	22
Permanent Address	No.57,Lot 3/1, Jalan Cikgu Coboi,Kampung Bagan Pinang,71050,Port Dickson,Negeri Sembilan
E-mail	hazmi2670@gmail.com
Telephone Number	019-2941327
Marital Status	Single
Academic Status	Bachelor of Science in Hospitality Management (Honours)
Course Attended	- Strategic Procurement & Supply Chain management - Contract Management & Commercial Negotiation
Skills	- Strategic sourcing and supplier selection - Negotiation and contract management - Cost control, budgeting, and savings analysis
Experiences	- Developed and executed procurement strategies to optimize cost, quality, and delivery performance - Managed supplier sourcing, evaluation, and contract negotiations to ensure best value for the organization



**FINANCIAL MANAGER**

Name	Muhammad Farhan Bin Anuar
Identify Card Number	031024-01-6777
Age	23
Permanent Address	No.12 Jalan Pulai 83 Taman Pulai Utama, Skudai, 81300, Johor Bahru, Johor
E-mail	anuarfarhan30@gmail.com
Telephone Number	011-63621769
Marital Status	Single
Academic Status	Bachelor of Science in Hospitality Management (Honours)
Course Attended	<ul style="list-style-type: none"><li>- Certified Management Accountant</li><li>- Financial Risk Manager</li><li>- Islamic Finance Qualifications</li></ul>
Skills	<ul style="list-style-type: none"><li>- Budgeting &amp; Expense Control</li><li>- Sales Reporting</li><li>- Strategic Financial Planning</li></ul>
Experiences	<ul style="list-style-type: none"><li>- Experience in Cashless Systems</li><li>- Remote Performance Monitoring</li><li>- Inventory Management</li></ul>

## 7.2 External resources and services

<b>Resources/ Services</b>	<b>Purpose</b>	<b>Frequency</b>	<b>Provider/Contact</b>	<b>Estimated Cost</b>
Accountant	To manage financial records, budgeting, and monthly accounts.	Monthly	ABC Accounting Services	RM 1,700/ month
Lawyer	To provide legal advice and handle contracts and compliance matters.	As needed	Arisya & Co. Legal Firm	RM 700/ consultation
Marketing Consultant	To plan marketing strategies and promotional campaigns.	As needed	BrightWave Marketing Agency	RM 2,000/ project
IT Support	To maintain IT systems and provide technical support.	Monthly	TechFix Solutions	RM 800/ month
Perfume Specialist	To assist in perfume formulation and product development.	Project basis	AromaCraft Consultancy	RM 2,300/ project

**Table 7.2 : List of External Resources and Services**

### 7.3 Human Resources

Name and Position	Total	Monthly Salary (RM)	EPF 13% (RM)	SOCSSO (RM)	SHARE OF OWNERSHIP	TOTAL (RM)
Chief Executive Officer (CEO)	1	5,000	650	-	50%	5,650
Quality Control Manager	1	3,000	390	58.50	10%	3,390
Operational Manager	1	3,500	455	58.50	10%	3,955
Marketing Manager	1	3,800	494	58.50	10%	4,294
Procurement Manager	1	3,200	416	58.50	10%	3,616
Financial Manager	1	3,200	416	58.50	10%	3,616
Total	6	21,700	2,821	292.50	100%	24,521

**Table 7.3 : Management Compensation and Ownership Of ESSENTIA**

#### FULL TIME STAFF

Position	No.	Basic Salary	EPF 13% SALARY	SOCSSO EIS (RM)	Total Monthly
Crew members	3	1800x3= <b>5,400</b>	702x3= <b>2,106</b>	13x3= <b>39</b>	5,400+2,106+39+ <b>RM7,545</b>

**Table 7.3.1 : ESSENTIA's Staff Salary**

#### 7.4 Advisory Board

No	Name	Expertise	Role / Contribution
1	Muhammad Ammar Bin Abdullah	Accountant	Advises on financial management, budgeting, and cost control.
2	Nurul Arisya Binti Alias	Lawyer	Provides legal advice on business registration, contracts, and compliance.
3	Nur Liyana Batrisya Binti Kasim	Marketing Consultant	Develops marketing strategies and identifies target markets.
4	Muhammad Rafiq Bin Hafizi	IT Support	Manages IT systems and provides technical support.
5	Syafiq Bin Ahmad	Perfume Specialist	Advises on perfume development and product quality.

**Table 7.4 : ESSENTIA's Advisory Board**

## 7.5 Organizational Budget

<b>Administrative Expenditure Budget</b>	
	RM
<b>Fixed asset</b>	
Land and Building (Upper floor shop lot + Kiosk booth rental)	$2,500 + 3,500 = 6,000$
Business fixtures	7,500
Office equipment	20,000
<b>Working capital</b>	
Utilities (800 x 12 months)	9,600
Salary (21,700 x 6)	260,400
Petrol (200 x 12)	2,400
<b>Other expenditure</b>	
Office supplies	250
Office renovation	7,000
Office maintenance	1,500
<b>Pre - operations</b>	
Road Tax and Insurance	600
<b>TOTAL</b>	<b>315,250</b>

**Table 7.5 : ESSENTIA's Administrative Expenditure Budget**

## 8.0 FINANCIAL PROJECTION

### 8.1 Start-up cost

Start-up cost	Cost	Own Contribution	Loan
<b>Capital Expenditure: Administrative</b>			
Land and building	12,000	6,000	6,000
Business fixtures	5,000	3,000	2,000
Office equipment (Laptop,printer,POS)	6,000	4,000	2,000
Office renovation	8,000	4,000	4,000
Motor vehicle	25,000	10,000	15,000
<b>Capital expenditure: Operation</b>			
Vending Machines	36,000	16,000	20,000
Machinery (mixing & filling tools)	7,000	4,000	3,000
Installation of Vending Machines	4,000	2,000	2,000
<b>One time start up expenditure</b>			
Starting inventory (Perfume oils,bottles)	10,000	6,000	4,000
Office supplies	2,000	2,000	-
Legal & professional fees	3,000	3,000	-
Advertising for opening	4,000	4,000	-
<b>Pre-operations</b>			
Business registration	1,500	1,500	-
Insurance & road tax	2,500	2,500	-
Utilities deposit	2,000	2,000	-
Other expenditure	2,000	2,000	-
<b>Total</b>	<b>130,000</b>	<b>72,00</b>	<b>58,000</b>

**Table 8.1 : ESSENTIA's Start Up Cost**

## 8.2 Working Capital

WORKING CAPITAL	RM	FIXED	VARIABLE
<b>Marketing :</b>			
Advertising	2,000	-	✓
Collaboration and influencer	1,500	-	✓
Content creator	1,000	-	✓
<b>Administrative:</b>			
Rental	3,000	✓	-
Utilities	800	✓	-
Office maintenance	500	✓	-
Office supplies	400	-	✓
Insurance	300	✓	-
<b>Operation:</b>			
Salaries and wages	4,000	✓	-
Purchases (raw materials restock)	6,000	-	✓
Transport & logistics	1,500	-	✓
Other operational expenses	1,000	-	✓
<b>Other expenditure :</b>			
Total working capital (1 month)	22,000	-	-
Total working capital (3 month)	66,000	-	-
Working capital + contingencies (10%)	72,600	-	-

**Table 8.2 : ESSENTIA's Working Capital**

### 8.3 Start-up Capital and Financing

Description	Amount (RM)
Total start-up (8.1)	130,000
Required working capital (3 months + contingency )	72,600
Total start-up capital required	202,6000

Source of Financing	Amount (RM)
Own contribution	72,000
Loan	130,000
<b>TOTAL</b>	202,600

**Table 8.3 : ESSENTIA's Start-up Capital and Financing**

#### 8.4 ESSENTIA performs cash flow statement

<b>Month</b>	<b>Year 1 (RM)</b>	<b>Year 2 (RM)</b>	<b>Year 3 (RM)</b>
<b><u>CASH INFLOW</u></b>			
Cash sales	540,000	648,000	810,000
Owner's capital	72,000	-	-
Loan	130,600	-	-
<b>TOTAL CASH INFLOW</b>	<b>742,600</b>	<b>648,000</b>	<b>810,000</b>
<b><u>CASH OUTFLOW</u></b>			
Raw material purchases	60,000	72,000	90,000
Salaries & wages	48,000	48,000	48,000
Rental & utilities	45,600	45,600	45,600
Marketing expenses	54,000	64,800	81,000
Loan payment	15,672	15,672	15,672
Other Expenses	12,000	12,000	12,000
<b>Total Cash Outflow</b>	<b>235,272</b>	<b>258,072</b>	<b>292,272</b>
<b>Net Cash Flow</b>	<b>507,328</b>	<b>389,928</b>	<b>517,728</b>
<b>Opening Cash Balance</b>	<b>0</b>	<b>507,328</b>	<b>897,256</b>
<b>Closing Cash Balance</b>	<b>507,328</b>	<b>897,256</b>	<b>1,414,984</b>

**Table 8.4 : ESSENTIA's cash flow statement**

## 8.5 Pro-forma Income Statement

### ESSENTIA

#### PRO-FORMA PRODUCTION COST STATEMENT

	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)
<b>Sales</b>	540,000	648,000	810,000
<b>( - ) Cost of sales</b>			
Raw materials	60,000	72,000	90,000
Production wages	24,000	24,000	24,000
Factory overhead	12,000	12,000	12,000
Total cost of sales	96,000	108,000	126,000
Gross profit	444,000	540,000	684,000
<b>( - ) Operating Expenses</b>			
Administrative	45,600	45,600	45,600
Marketing	54,000	64,800	81,000
Insurance & licenses	5,500	5,500	5,500
Loan interest	9,360	9,360	9,360
Depreciation	10,000	10,000	10,000
<b>Total operating expenses</b>	<b>123,460</b>	<b>135,260</b>	<b>151,460</b>
<b>Profit Before Tax</b>	<b>319,540</b>	<b>404,740</b>	<b>532,540</b>
<b>(-) Tax ( Estimated 20% )</b>	<b>63,908</b>	<b>80,948</b>	<b>106,508</b>
<b>Net Profit after tax</b>	<b>255,632</b>	<b>323,792</b>	<b>426,032</b>

**Table 8.5 : ESSENTIA's production cost statement**

## 8.6 Pro-Forma Balance Sheet

	Year 1 (RM)	Year 2 (RM)	Year 3 (RM)
<b>ASSETS</b>			
<b>Non-current assets (Book Value)</b>			
Vending machines (Net)	32,400	28,800	25,200
Factory equipment	6,300	5,600	4,900
Motor vehicle	22,500	20,000	17,500
<b>Current Assets</b>			
Inventory	10,000	12,000	15,000
Cash	507,328	897,256	1,414,984
<b>Total assets</b>	<b>578,528</b>	<b>963,656</b>	<b>1,477,584</b>
<b>LIABILITIES &amp; EQUITY</b>			
<b>Long-term liabilities</b>			
Loan	114,928	99,256	83,584
Owner's Equity	327,632	651,424	1,077,456
Capital	72,000	72,000	72,000
Retained earnings	255,632	579,424	1,005,456
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>770,192</b>	<b>1,402,104</b>	<b>2,238,496</b>

**Table 8.6 : ESSENTIA's balance sheet**

## 9.0 Project Milestone

This section outlines the timeline of key activities required to ensure the successful implementation of the ESSENTIA Pocket Perfume Vending Machine project from initial establishment to operational optimization.

<b>Activities</b>	<b>Deadlines</b>
Company establishments, SSM registration and business setup	15 May - June 2024
Market Research, fragrance formulation and product development	July - September 2024
Completion of pocket perfume prototypes and consumer testing	October - November 2024
Finalization of vending machine design and packaging concept	December 2024 - January 2025
Supplier sourcing and quotation confirmation (machines, bottles, raw materials)	February 2025 - March 2025
Procurement of equipment, materials and vending machines	April 2025 - May 2025
Prototype vending machines assembly and system testing	June 2025 - July 2025
Quality assurance, safety inspection and operational adjustments	August 2025
Initial small-scale perfume production	September 2025
Installation of first vending machine at selected public location	October 2025
Marketing launch, promotion and brand awareness campaign	November 2025
First sales monitoring, performance evaluation and optimization	December 2025 - January 2026

**Table 9.0 : ESSENTIA's project milestone**

## **10.0 Conclusion**

In conclusion, ESSENTIA can be said to be a new and exciting business venture in the Malaysian fragrance industry, considering that the business combines premium-inspired products with modern automated retail technology. The business model of ESSENTIA seeks to meet the current demand of consumers in terms of convenience, affordability, portability, and quality, considering the unique perfume vending machine and the products offered by the business, including Discovery EDP (20ml) AND Signature EDP (150ml)

Industry analysis suggests that the beauty and personal care industry has growth potential, considering the increasing urban lifestyle, the importance of personal grooming, and the increasing acceptance of smart retail solutions. Market research suggests that the business location in Setia Alam, presents a good target market due to the high population density, high purchasing power, and the high student and working professional population. Considering the conservative sales projections, it can be said that the business presents great growth potential in terms of increasing market share revenue and customer loyalty in the next three years.

Moreover, the competitive pricing strategy of ESSENTIA strategic marketing mix, digital promotion strategy, placement of vending machines, and customer engagement strategy can further add strength to the brands visibility and customer loyalty. The operational planning, financial projections, and risk management strategies can further add strength to the business execution potential.

Overall, it can be stated that ESSENTIA has the potential to become a competitive local brand in the industry of fragrances. With the quality of the product remaining the same and the incorporation of innovation in the market, along with the response to customer demands, the business can grow and expand in the regional and international markets.

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