



**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**HM261-BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (HONOURS)**

**ENT530 - PRINCIPLES OF ENTREPRENEURSHIP**

**PREPARED BY:**

<b>NO</b>	<b>NAME</b>	<b>STUDENT ID</b>
1	MUHAMMAD IZZ DANI BIN DANİYAL	2025422014
2	MUHAMMAD ARIFF DANISH BIN MOHD SHAFARIZAL	2025431346
3	PUTRI AMYRA BALQIS BINTI KHAZZUIN	2025429342
4	UMI MUKMIRAH BINTI RAZALI	2025425948
5	WAN SYAFIQAH BINTI WAN AZIZ	2025429486
6	PUTRI QISTINA EMELLDA BINTI MOHAMED NOH	2025220416

**LECTURER:  
SIR MOHAMMAD ZAIM BIN MOHD SALLEH**

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## TABLE OF CONTENTS

	<b>Page Number</b>
<b>Contents</b>	
<b>Cover page</b>	
<b>Acknowledgement</b>	
<b>List of tables</b>	
<b>List of figures</b>	
<b>1. Executive Summary</b>	
<b>2. Company Profile</b>	
<b>3. Industry Analysis</b>	
<b>4. Product or Service Description</b>	
<b>5. Market Analysis and Strategy</b>	
<b>6. Operations Plan</b>	
<b>7. Management Team and Company Structure</b>	
<b>8. Financial Projection</b>	
<b>9. Project Milestones/Schedule</b>	
<b>10.</b>	<b>Appendices</b>

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 Brief Description of Company**

We produce selfcare products, specifically body scrub. This body scrub is made from natural ingredients. It works to remove dead skin cells, moisturize the skin, and make it smoother and healthier. This product is suitable for daily use. It is also suitable for all skin types and can be used by everyone regardless of gender.

### **1.2 Mission Statement**

Creating natural, safe, and high quality self care products that will help customers feel more confident in using them repeatedly without any hesitation.

### **1.3 Product or Service Offered**

The main product is a body scrub that is made using natural ingredients such as scrub granules, natural oils, and skin moisturizers. It is expected that in the future, this product will likely become a world famous brand.

### **1.4 Competitive Advantage**

The advantages of this product is the use of affordable natural ingredients. For example, the affordable price, the scents that can be chosen, as well as the attractive packaging design and suitable as a gift for loved ones. This product is also suitable for all skin types, including sensitive skin.

### **1.5 Brief Financial Forecast**

The initial cost of producing this product starts with the purchase of materials such as raw materials, labels for the packaging, and packaging jar. Expected income can be earned through direct promotion or online sales. Profits are expected to increase in line with the growing public awareness about self care.

### **1.6 Management team**

This business is managed by the owner on a small scale. There are 6 positions in the company. There are Managing Director, Operations Manager, Marketing Manager, Administrative Manager, and Purchasing & Inventory Executive.

### **1.7 Financing Requirements and Expected Returns**

Initial capital is needed to purchase all the raw materials to produce this body scrub. In addition, other expenses such as basic equipment, and marketing. Returns are expected to be obtained in the near time with consistent sales.

## **2. COMPANY PROFILE**

Blooméra Scrub Sdn. Bhd

### **2.1 Company Overview**

Company Name : Blooméra Scrub Sdn. Bhd

#### **Nature Of Business :**

Blooméra Scrub is a beauty and personal care specializing in manufacturing, branding, marketing and distribution of natural and herbal products through online and offline channels. The brand focuses on premium beauty and personal care products, specializing in high-quality body scrub formulations designed to enhance skin cleanliness, smoothness and overall care.

#### **Business Location :**

Eco Grandeur Puncak Alam, Selangor, Malaysia

#### **Commencement of Operation :**

The company is scheduled to commence operations in the coming months of these years.

### **2.2 Company Logo and Brand Identity**

The Blooméra Scrub logo reflects the modern luxury and premium nature. It features clean, modern and slightly cursive fonts to describe the elegance of the product. The chosen minimalist floral icon with a simple outline of a flower or leaf symbolizes the product that focuses on natural and herbs while maintaining the luxury and elegance smells.

### **2.3 Vision and Mission**

#### **Vision**

To become a leading luxury body scrub product in Malaysia and Southeast Asian countries, recognized for maintaining elegant and luxurious smells with the natural and herbal ingredients.

## **Mission**

Short-Term Mission (1-3 years) :

1. To produce the luxury body scrub collection using natural and herbal ingredients that helps customers de-stress after a long day.
2. To become a strong brand recognition in the cosmetic industry and well known product in Selangor states.
3. To be trusted body scrub brands and build a loyal customer base centered on a “clean beauty” environment.

Long-Term Mission (5-10 years)

1. To become the go-to-global brand for at home spa treatments, synonymous with stress relief.
2. To redefine beauty standards by normalizing skin texture and “imperfections” globally.
3. To enter a global market and become one of the successful beauty and personal care companies in the world.

## **2.4 Company History and Progress to Date.**

Blooméra Scrub was established in response to the increasing demand of customers that want a natural and herbal body scrub that smells good and safe for

health. The founders identified the market wants a safe and trusted body scrub that smells luxury and elegance using natural and herbal ingredients for their body.

Progress to Date :

1. Brand concept and identity development have been developed.
2. Market search targeting mid-end and high-end customers have been conducted.
3. A strategic location retail at Eco Grandeur has been identified.
4. Partnership with local farmers and health food suppliers are currently being finalized.

## 2.5 Legal Structure

### Types of Business Entity :

Private Limited Company ( Sendirian Berhad \_ Sdn. Bhd. )

### Proposed Registered Name :

Blooméra Scrub Sdn. Bhd.

### Rational for Legal Structure :

The Sendirian Berhad structure is suitable for Blooméra Scrub Sdn. Bhd as it provides easier access to funding and expansion, limited liability protection to shareholders, enhances corporate credibility and allows flexibility for future expansion, investment opportunities and strategic partnership.

## 2.6 Key Management and Partnership

Key management areas for a body scrubs business include operations, marketing, and finance while strategic partnership can involve collaborations with suppliers, influencers and retail platforms.

### 2.6.1 Key Managements Areas

Effective management in a body scrub business requires a combination of quality control and strong execution. Key areas include:

No.	Key Managements Areas	Specifications
1	Product Development and Production Managements	<ul style="list-style-type: none"><li>● Product formulation and ingredient selection: Conduct continuous research to develop safe, effective, and skin-friendly body scrub formulations using high-quality ingredients.</li><li>● Quality control: Ensure consistent texture, scent, and performance of body scrub products while complying with cosmetic safety standards.</li><li>● Inventory control: Manage stock levels of raw materials and finished products to meet customer demand without overproduction or wastage</li></ul>

2	Marketing Management	<ul style="list-style-type: none"> <li>● Brand positioning: Define the brand's unique value, such as natural ingredients, premium quality, or halal-certified products.</li> <li>● Digital marketing: Utilise social media platforms such as Instagram, TikTok, and Facebook to promote products, engage customers, and increase brand awareness.</li> <li>● Customer relationship management: Engage with customers through feedback, reviews, and after-sales support to build trust and long-term loyalty.</li> </ul>
3	Finance Management	<ul style="list-style-type: none"> <li>● Budgeting and cost control: Plan and monitor production, marketing, and operational costs to ensure efficient use of financial resources.</li> <li>● Pricing strategy: Set competitive product prices that cover costs while ensuring profitability and customer value.</li> <li>● Cash flow management: Monitor cash inflows and outflows to maintain business stability and support future growth.</li> </ul>

### 2.6.2 Key Partnerships

Strategic partnership can enhance brand reach, streamline operations and increase sales.

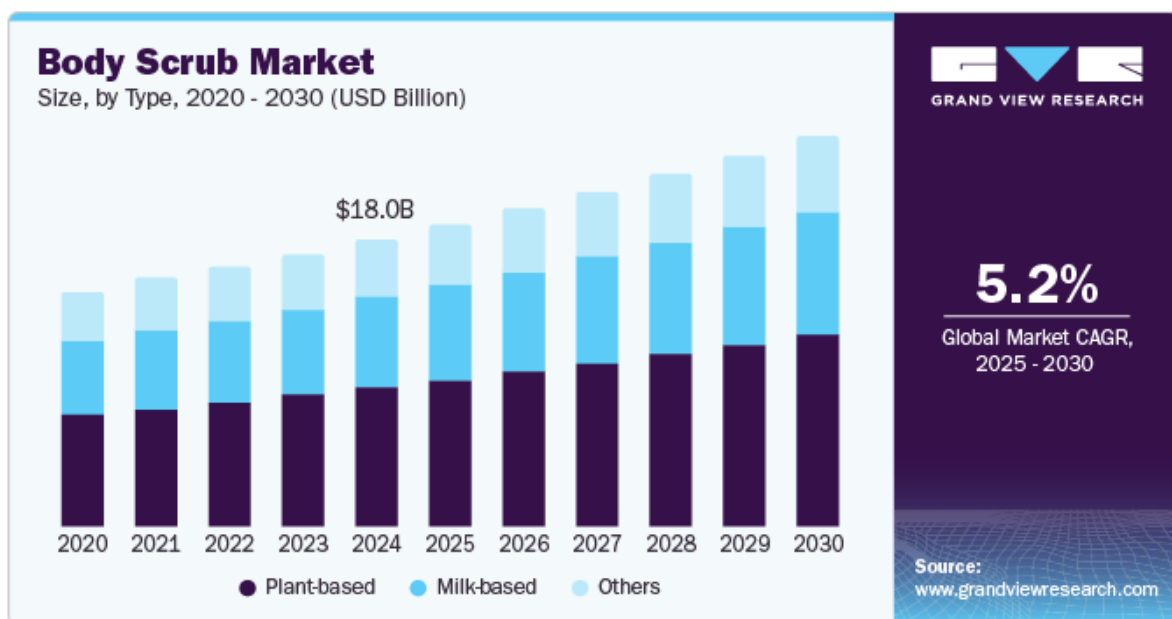
No	Key Partnerships	Specifications
1	Suppliers and Manufacturers	<ul style="list-style-type: none"> <li>● Partnering with reliable suppliers of raw materials such as oil, fragrances, natural ingredients and packaging materials to ensure consistent product quality and stock availability.</li> <li>● Collaborating with certified cosmetic manufacturers who comply with safety, hygiene and production standards to meet product formulations and production requirements.</li> </ul>

2	Influencers and Public Figures	<ul style="list-style-type: none"> <li>● Collaborating with beauty influencers, skincare experts or public figures to reach a wider target market and increase brand awareness through reviews, tutorials and endorsements.</li> </ul>
3	Distributions and Sales Channels	<ul style="list-style-type: none"> <li>● Partnering with established online marketplaces such as Shopee, Lazada, or official brand websites to expand market reach.</li> <li>● Working with resellers, stockists, or drop-shipping agents to increase sales channels while minimising operational costs.</li> </ul>
4	Complementary Business	<ul style="list-style-type: none"> <li>● Collaborating with complementary businesses such as beauty salons, spas, wellness centres, or skincare brands to conduct cross-promotions and reach similar customer segments.</li> </ul>
5	Logistic Providers	<ul style="list-style-type: none"> <li>● Establishing partnerships with reliable logistics and fulfilment providers to ensure timely, safe, and accurate delivery of body scrub products to customers.</li> </ul>

### 3.0 INDUSTRY ANALYSIS

#### 3.1 Market size

The global body scrub market size was valued at USD 18.01 billion in 2024 and is projected to reach USD 24.35 billion by 2030, growing at a CAGR of 5.2% from 2025 to 2030. Increasing consumer awareness about skincare and the benefits of exfoliation has significantly boosted demand for body scrubs.



**Figure 1:** shows the estimated market size of the body scrub segment in Malaysia in 2025, highlighting its significant contribution to the home fragrance products market.

#### 3.2 Trends Affecting the Industry

The trends affecting the body scrub business in Malaysia are analysed using the PESTLE tools, to understand the market growths and backsets in Malaysia.

##### 3.2.1 Political Factors

Firstly, in political factors, the market is centered on a stable regulatory framework to ensure safety and quality, and supported by government initiatives to promote Halal and business-friendly frameworks. In Malaysia, all cosmetics are regulated under the Control of Drugs and

Cosmetic Regulations 1984, in which all products must be notified to the National Pharmaceutical Regulatory Agency (NPRA) by a locally incorporated Cosmetic Notification Holder (NCH) to ensure the product possess safety and quality standards before being used by the consumer safely. Other than that, under the incentives of Halal Industry Master Plan 2030 by the government, this incentives encourages cosmetics manufacturers, including body scrubs to develop and produce Shariah-compliance products, as this is a significant advantage for a predominantly Muslim country such as Malaysia. In addition, trade and imports policies in ASEAN cosmetics markets also influences the body scrub markets as the market is largely dominated by imported cosmetics products, in which specific regulations need to be adhered to by the importers.

### 3.2.2 Economic Factors

The economic growth of the body scrubs market in Malaysia is also growing, despite the existence of price-sensitive consumers in mass-market segments. The broader Malaysian skincare markets are experiencing significant growth, with a projected CAGR of 9.87% between 2025 and 2030 periods. Other than that, increasing disposable incomes that exist in consumers, particularly among the urban middle class and working women, drive the increase of high spending in premium and personal care products. Price also remains as the critical determinant for consumers to purchase the product, despite the existence of premium products, that leads to high competition and the need for balanced quality and affordable products brands. E-commerce expansion also affects the trends as the growth of the platform to provide cost-effective market entry and wide range of consumer's reach.

### 3.2.3 Social Factors

Social and cultural trends evidently influence the body scrub market in Malaysia. The growing health and wellness awareness boost the body scrub market as consumers are aware of the need for self-hygiene, self-care and overall wellness of their personal needs. Other than that, increase of demands for luxurious and aromatherapy-enhanced body scrub influenced the market as consumers are seeking affordable and enjoyable at-home spa experiences. The influence of J-beauty and K-beauty trends and practices, especially in younger consumers affect the demand for innovative and ingredient-focused products. Preferences of consumers that want to seek

natural, organic, and Halal-certified products increasingly affect the body scrub market, driven by health concerns and cultural values in Malaysia. Men grooming segments also affect the body scrub market as there is significant increasing demand for men-friendly body scrub products, thus offering opportunity for gender-specific body scrub products.

#### 3.2.4 Technological Factors

Technological advancements have shaped the body scrub product development, consumer experiences, and the market demands. Advancements in product innovation in science and technologies like nano-encapsulation and biomimetic peptides are used to enhance product efficacy and delivery of active ingredients. Other than that, social media platforms such as Instagram and TikTok, and the beauty bloggers are powerful tools for product promotion and education, influencing younger consumers' purchasing decisions. In addition, AI-powered skin diagnostics and customized product formulations are emerging trends in salon-grade and premium segments, catering to individual needs. Automation system improves manufacturing efficiency and ensures consistent quality, aligning with regulatory expectations and consumer demands.

#### 3.2.5. Legal Factors

Legal regulations adherence also shaped the body scrub market, thus establishing consumer trust and strengthening market operations. In legal aspects, all of the cosmetics and personal care products are mandatory to be notified to the National Pharmaceutical Regulatory Agency (NPRA) to ensure the products manufactured are adhered to the regulations established by the government. Other than that, the ASEAN Cosmetic Directive has declared that all cosmetics and personal care products must comply with the safety assessments and standards, and must not harm human health. Strict labelling and ingredients transparency are also affecting the market, as regulations have stated clearly on permitted and prohibited ingredients to be used in the products, and labelling to ensure transparency for the consumers.

### 3.2.6 Environmental Factors

Sustainable and eco-friendly practices have driven the market demand as environmental concerns are the rising factors. Due to the growing concerns on microplastics pollution, major brands have taken the initiative to produce body scrubs products using biodegradable exfoliants from natural ingredients such as coffee grounds and sugar. Other than that, to reduce the environmental impacts and strengthen sustainable practices, consumers has changed preferences from one-time usage packaging, and leaning towards eco-friendly packaging such as refillable containers and recyclable materials.

### 3.3 Key Success Factors

There are several key success factors for our business. We believe that with the current market trends that influence consumer preferences in body scrub products, especially the consumer's product personalisation, science-backed formulation demand, growing self-care culture, and health and wellness focused, we were able to achieve the intended success factors. With our focus on natural and halal ingredients, we are able to expand our body scrub market and reach the consumers who strongly prefer natural extract-based products, and with Halal certification obtained from the Department of Islamic Development Malaysia (JAKIM), we are able to build trust and align our business with local religious and cultural concerns.

Other than that, we also offer a variety of body scrub flavours through the outcomes of our market research, consumer preferences and scientific innovation to maintain our quality and relevancy in the competitive market. We also leverage our e-commerce and social media platforms by actively promoting our products and reaching the consumers through digital marketing to maintain our visibility and sales growth. We also consistently promote our products through effective branding and positioning, establishing strong branding identity that emphasise our body scrub product origin, quality and benefits. We also practice our sustainability and ethical standards in response to the consumer's environmental awareness, as we understand the demand for eco-friendly, sustainable and ethical product manufacturing and packaging standards.

### 3.4 Long-Term Outlook

In short, we believe that with the significant growth of the body scrub market and their potentials, consumer preferences, ethical and environmental concerns, and the government's initiatives, we are able to expand and grow our business, maintain our relevancy, standard and quality, thus we will grow into a successful business in the future. We are also evolving our sales and marketing strategies in order to achieve our company's goals, mission and vision in the body scrub industry in the long-term period targets.

### 3.4 Trends

In 2024, the global body scrub market was characterized by the strong dominance of the Asia Pacific region, which captured a leading 34.7% revenue share, while the United States market is poised for significant expansion driven by a rising demand for premium self-care routines. Consumers showed a clear preference for sustainability and natural ingredients, leading plant-based scrubs to secure a commanding 48.7% of the market share. Furthermore, despite the rise of e-commerce, hypermarkets and supermarkets remained the primary distribution channel, maintaining their lead as the most popular destination for shoppers seeking convenience and variety in their skincare purchases.

#### 3.4.1 Economic Trend

EconoBased on end-user, the market is divided into female, male, and unisex. The female segment is slated to register 47.1% market share in 2025. As many women enter the workforce, they are increasingly looking for ways to relax and prioritize self-care in their limited time. Body scrubs, mainly those that can be used in quick and effective routines, provide a convenient solution to maintain healthy, smooth skin without requiring long skincare sessions. This demand for efficient yet luxurious self-care products drives sales. Furthermore, with more women in the workforce, there is an increase in disposable salary, allowing them to spend more on personal care and skincare products. Many working women are willing to spend time in body scrubs as part of their skincare regimen, choosing products that provide both relaxation and effective skin care. The growth in disposable income has made it easier for women to purchase body scrubs that offer improved benefits.

### 3.4.2 social trends

The body scrub market is heavily influenced by social media and evolving beauty trends, with platforms like TikTok playing a significant role in shaping consumer choices. In 2023, there were 4.8 billion social media users worldwide, representing 59.9% of the global population and 92.7% of all internet users, as per the University of Maine in 2023. Social media platforms are effective for promoting visually appealing products like body scrubs, as their ingredients and application processes are ideal for engaging, shareable content. Viral trends on these platforms influence purchasing decisions. For example, in 2024, Will & Co. collaborated with Bondi Wash to launch a coffee body scrub specifically designed to appeal to social media audiences. This product highlights how brands are utilizing influencer marketing to boost product visibility and adoption. The growth of the global body scrub market is increasingly tied to a brand's ability to combine effective product formulations with strong digital marketing. This body scrub have Natural and Organic Ingredients. Consumers are increasingly favoring body scrubs with natural exfoliants like salt, sugar, and coffee grounds, opting out of chemical-based options due to environmental and health concerns. The rise of online retail platforms has made body scrubs more available to customers globally. E-commerce platforms enable brands to showcase a wide variety of products, provide detailed ingredient information, and offer personalized recommendations, further driving market growth. The surge in the number of e-commerce platforms coupled with rising smartphone penetration has increased the sales of products over e-commerce channel.

## 4.0 PRODUCT (OR SERVICE) DESIGN AND DEVELOPMENT

### Product / Service Description

This body scrub functions as a product capable of removing dirt and dead skin from the body. It will also make the skin smoother and eliminate any imperfections on the skin. This body scrub is suitable for all skin types, whether the skin is normal or has any skin problems. Customers can also choose the type of scent they want because this product comes in various flavors and refreshing fragrances.

### Details of Product / Service

This product is made using natural ingredients that will not cause any irritation to the skin. It is designed to remove all dirt and dead skin cells from the body. The product comes in various scents such as coffee, lavender, coconut, lemon, rose, green tea, vanilla, strawberry, and honey & oat. It is available in a 150-gram container. The price for a jar of body scrub is RM28. This body scrub is an affordable product due to its reasonable price and packaging.



Product Example.

## **How the Product Fits in the Market**

This body scrub will compete with other branded body scrub products sold in beauty stores or pharmacies. This is because the product offers a cheaper price compared to them, and the effects of using this body scrub will be noticeable after a few days of consistent use. Our product is very suitable for the market, especially for young people who want to take care of their body beauty without having to spend a lot of money.

## **Value Proposition**

The value proposition of this product is the use of natural ingredients that provide effective results. Customers can experience the same feeling as at a spa, enjoying the removal of dead skin cells just by using this product. This product is very helpful in improving the skin, softening it, and making it look healthier. This body scrub is specially designed with natural ingredients and a pleasant fragrance, making it suitable for use as part of a daily self-care routine.

## **Anticipated Customer Demand**

Customer demand for this product is expected to increase because people nowadays are already aware of skincare and personal well-being. Especially for teenagers and adults, as it is affordable and can be used as part of a daily routine. This product is also suitable to be given as a gift, as it does not require a large amount of money to purchase.

## **Existing Competition**

There are several existing competitors in the market, including well-known commercial skincare brands and online sellers of homemade scrubs. However, this product remains steadfast in its approach, which is the use of natural ingredients, appealing aromas, and the ability to deliver effects in a short period. These features are expected to make this product stand out as unique, as it has its own distinctive qualities.

## **Design and Development Plan**

The business focuses on developing natural body scrubs designed to improve flaky and dry skin texture using ingredients that are safe and will not leave any residue on the skin. These products are manufactured to suit all different skin types while maintaining quality, effectiveness and aesthetic appeal in both formulation and packaging.

## **Development Status and Tasks**

This body scrub product is currently at an early to middle stage of development, with the main focus on research and the formulation of natural ingredients that are effective in removing dead skin cells and are considered safe for the skin. The development process includes selecting and testing ingredients, conducting small-scale trials to evaluate texture, scent, and effectiveness, and ensuring the basic safety of the product for customers using it. Packaging design is also considered to align with the brand identity, pricing, and to maintain product hygiene. Finally, the formulation will be refined based on feedback before the product is available for limited market testing.

## **Challenges and Risks**

There are many challenges and risks faced throughout the product production process. Among them is the difficulty in producing stable formulations with consistent quality. This is because there is a lot of variation in natural ingredients which can affect their texture, aroma and efficacy. There is also a risk of skin irritation if the product is not properly tested which can indirectly affect customer trust. In addition, the cost of high-quality ingredients and packaging can increase production expenses, while fierce competition from existing skincare brands poses challenges in gaining market acceptance. Finally, compliance with cosmetic safety regulations and quality standards is also important and may require additional time and resources.

## **Projected Development Costs**

The development costs incurred for body scrub products include expenses for purchasing raw materials such as ingredients that allow the skin to exfoliate naturally, oils and fragrances, as well as costs for product testing and small-scale initial production. Additional costs are incurred for packaging materials, label and logo design, and brand development. Other expenses may include registration, compliance with cosmetic safety requirements, and basic marketing preparation before the product launch.

## **Proprietary Issues**

Proprietary issues related to body scrub products include brand and logo protection through trademark registration to prevent any imitation by competitors. The product formula can be considered a trade secret to maintain a competitive advantage. In addition, copyright protection applies to designs such as packaging, labels, and promotional materials. Compliance with cosmetic labeling regulations and consumer protection is also necessary to ensure lawful and ethical business operations.

## **Key Insight**

Product design and development play a critical role in determining the quality, safety and market acceptance of body scrub products. Careful formulation, testing and packaging are essential to build customer trust and differentiate the product from competitors. This can be done by addressing potential challenges, effectively managing development costs and protecting proprietary elements, businesses can enhance their competitiveness and support long-term growth in the skin care market.

## **5.0 Market Analysis & Strategy**

### **5.1 Marketing Objective**

The market for body scrubs is a sub-field of personal care products, which is deemed to continue growing with rising awareness of personal care, hygiene, and skin care. In Malaysia, the personal care market is growing at a steady rate of 6-8% per annum with rising demands for a cheaper yet functional skin care product. The price point of the proposed product of 150g at a price of RM28 is considered to be in the moderate price category of the market. The target market is expected to be young working professionals who are looking for a quality product in return for an economical price. The business is expected to corner a market share of 2-3% in the initial phases of establishment.

### **5.2 Target Segmentation**

#### **5.2.1 Target Market**

The body scrub is marketed to both males and females aged 18 to 45 years old. This market segment consists of college students, young professionals, and working individuals who are gradually developing awareness about personal hygiene, skin care, and self-care. The targeted purchasing power corresponds to a low to middle-income group, ensuring that this body scrub is very much within their budget at only RM28 per 150 grams only. Educated customers belonging to a second to tertiary level are also considered, since they possess greater awareness about skin care benefits and its ingredients.

Geographically, the customer targeting can be based on their location, which would be those living in Malaysia residing in urban and semi-urban areas. These would be the ones who would be more exposed to trends on beautification, skin care, and other related e-commerce websites.. The urban population would have a higher demand for body scrub products because of busy schedules and higher stress levels. The product would also be suited for national delivery through e-commerce websites since it would reach many states.

Psychographically, the target customers will be those valuing self-care, wellness, and personal appearance. They are health-conscious consumers interested in natural, safe, and skin-friendly

merchandise. This segment also enjoys some downtime rituals like home spa treatment and considers skincare as an important part of their healthy lifestyle. They like pretty packaging and products offering them functional and emotional benefits.

From a behavioral point of view, the target market is made up of clients who buy body scrub products regularly, either weekly or at a convenient frequency. These clients react to promotions and reviews from social platforms as well as recommendations from their friends or influencers. These clients demand value for money, efficiency, and results. Repeated purchases will continue provided that quality and a pleasant fragrance with positive skincare results are achieved.

### **5.2.2 Market Size**

Market size is defined as the overall potential demand for the body scrubs product in the market area. The market size for the business is determined by the estimation of the number of customers residing in Puncak Alam.

The price for selling the body scrub is set at RM28 per container with a net weight of 150 grams. An estimated population of 26,565 resides in Puncak Alam. Using market assumptions, 27% of this population will be potential buyers for purchasing a body scrub.

This gives a potential of 7,172 customers (27% of 26,565). The product will be purchased once a month, and this represents 12 purchases in a year.

The market size is calculated using the following formula:

Market Size = Average Selling Price × (Number of Potential Customers × Purchase Frequency)

Market Size = RM28 × (7,172 × 12)

Market Size = RM28 × 86,064

Market Size = RM2,409,792 per year

### 5.2.3 Market Share

From market size analysis, it has been estimated that total market size for body scrub products in Puncak Alam is approximately RM2,409,792 per year.

Currently, the business can be expected to generate sales of an average of 215 units a month at a price of RM28 for a 150-gram container.

$$\text{Annual Revenue} = 215 \text{ units} \times \text{RM}28 \times 12 \text{ months}$$

$$\text{Annual Revenue} = \text{RM}72,240 \text{ per year}$$

Market share is calculated using the following formula:

$$\text{Market Share (\%)} = (\text{Annual Revenue} / \text{Total Market Size}) \times 100$$

$$\text{Market Share (\%)} = (\text{RM}72,240 / \text{RM}2,409,792) \times 100$$

$$\text{Market Share (\%)} = 3.0\%$$

### 5.2.4 Sales Forecast

Sales Forecast= Expected number of unit sold x price per unit

$$215 \times 12 = 2580$$

$$2580 \times \text{RM } 28 = \text{RM } 72,240$$

Product/service Market Share and Sales

	1st year	2nd year	3rd year
Market Share (%)	3.0%	5%	7%
Total sales in units	2580	2683	2844
Total sales in RM	72240	75124	79632

## 5.3 Competitor Analysis

### 5.3.1 SWOT Analysis

Competitors	Strengths	Weakness	Opportunities	Threats
<b>The Body Shop</b>	<ul style="list-style-type: none"> <li>• International brand reputation.</li> <li>• Composed of natural and cruelty-free ingredients.</li> </ul>	<ul style="list-style-type: none"> <li>• Higher price compared to local brands.</li> </ul>	<ul style="list-style-type: none"> <li>• The increasing demand for ethical and natural skin care products.</li> </ul>	<ul style="list-style-type: none"> <li>• Competition from local and indie brands that are more affordable.</li> </ul>
<b>Frank Body</b>	<ul style="list-style-type: none"> <li>• Innovative product concept (body scrub with a coffee component).</li> <li>• Effective social media and influence marketing.</li> </ul>	<ul style="list-style-type: none"> <li>• Narrow product line.</li> </ul>	<ul style="list-style-type: none"> <li>• Asian market expansion and partnership with influencers.</li> </ul>	<ul style="list-style-type: none"> <li>• The ever-changing trends in beauty. Additionally, similar products to coffee scrub.</li> </ul>
<b>Bath &amp; Body Works</b>	<ul style="list-style-type: none"> <li>• Attractive fragrance and packaging.</li> <li>• Positive lifestyle brand image.</li> </ul>	<ul style="list-style-type: none"> <li>• Less suitable for sensitive skin.</li> </ul>	<ul style="list-style-type: none"> <li>• The high demand for Scented Body Care products.</li> </ul>	<ul style="list-style-type: none"> <li>• Raising consumer awareness of chemical ingredients.</li> </ul>
<b>Local Body Scrub Brands</b>	<ul style="list-style-type: none"> <li>• Lower prices, use of local natural ingredients.</li> <li>• Supports the local</li> </ul>	<ul style="list-style-type: none"> <li>• Low brand awareness, coupled with a limited</li> </ul>	<ul style="list-style-type: none"> <li>• Increased interest in locally-based and online-based products.</li> </ul>	<ul style="list-style-type: none"> <li>• The capital is limited; strong competition from other established brands.</li> </ul>

	economy.	marketing reach.		
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## **5.4 Market Strategy**

### **5.4.1 Product, Price, Promotions, and Distribution (The Marketing Mix)**

#### **5.4.1.1 Product**

The product being offered is in the form of a body scrub, weighing 150g, and is retailed for RM28. The body scrub is made from skin-friendly ingredients to ensure the product is entirely safe for use. The product will concentrate on exfoliating the skin, making it feel smooth, in addition to being able to provide the customer with relaxation. The product has attractive packaging, mostly appealing to the younger generation. The product packaging is mostly hygiene-oriented.

#### **5.4.1.2 Price**

In this business, the method used in determining the price of the products will be competitive pricing. In other words, the price for the 150-gram container of the body scrub will be RM28, placing the product in the middle price range. In this case, the target market will be suited by the price, which will be focused on students and working adults with low to middle class incomes. Normally, discounts will be needed to encourage the target market to continually use the products.

#### **5.4.1.3 Promotions**

The promotion strategy targets advertising on digital platforms. Social platforms such as Instagram, TikTok, and Shopee are utilized to endorse the body scrub product through posted photos, videos, and reviews of the clients. Influenced marketing, an individual acting on behalf of the organization, can boost product awareness. Promotions, such as discounts, free samples, and giveaways, can draw the first customers.

#### **5.4.1.4 Distribution**

The distribution concept focuses on convenience and accessibility. The body scrub product sells mainly through online platforms like Shopee and TikTok Shop, and via WhatsApp order placement. This will allow the business to penetrate markets in the area of Puncak Alam and surroundings with minimal operational costs. Furthermore, in the future plans, this product might be distributed through local beautification shops or booth sales to amplify market coverage.

#### **5.4.2 Sales Tactic/ Sales Plan**

##### **1. Bundle and Value Deals**

Bundle promotions, such as "Buy 2 at a special price," or free delivery for purchases above a minimum value are used in attempts to have customers buy more than one unit per transaction. This tactic will increase the total sales volume and raise the average order value.

##### **2. Repeat Purchase and Loyalty Strategy**

Repeat business can be encouraged with simple loyalty schemes such as discount coupons for future business or referral schemes. It helps to build long-term customer relationship, reducing the need to acquire more customers.

##### **3. Social Media and Direct Selling**

Sales are supported through active social media engagement on platforms like Instagram and TikTok. Direct sales via WhatsApp or direct messages allow personal communication, which raises more trust with customers and enhances conversion rates.

##### **4. Customer Reviews and Word-of-Mouth**

Customer testimonials and reviews are published online in order to increase credibility. Word-of-mouth marketing is one of the ways the company uses to attract new customers at a low cost.

## **6.0 Operation Plan**

The operation plan for the body scrub business focuses on ensuring efficient production, consistent product quality, and timely delivery to customers. The production process begins with sourcing high-quality natural ingredients such as sugar, coffee, sea salt, essential oils, and moisturizing agents. These ingredients are procured from trusted suppliers to maintain consistency and safety. All raw materials are inspected upon arrival to ensure they meet the company's quality standards before production begins.

The body scrub is produced in a clean and controlled environment to prevent contamination. The production process involves carefully measuring ingredients, mixing them uniformly, and packaging the scrub in eco-friendly containers. Standard operating procedures (SOPs) are followed at each stage to ensure uniformity, efficiency, and compliance with safety and hygiene standards. Staff are trained on proper handling techniques and quality control measures to reduce errors and maintain high product standards.

Inventory management plays an essential role in operations. The company maintains adequate stock levels of raw materials and finished products to prevent shortages and delays. Regular monitoring of inventory ensures timely reordering and minimizes waste. Production schedules are planned based on demand forecasts, seasonal trends, and sales projections to optimize resources and meet customer demand without overstocking.

Quality control is implemented at multiple stages, from raw material inspection to final product packaging. Samples are tested for texture, scent, and effectiveness, and any batch that fails to meet the standards is discarded or reworked. This ensures that every body scrub sold to customers meets the promised quality and maintains the brand's reputation.

The operations team coordinates with the marketing and distribution departments to ensure smooth delivery to customers. Products are stored in appropriate conditions to maintain freshness and are shipped on time to online and offline sales channels. Continuous improvement practices, such as reviewing production processes, reducing costs, and adopting

new technologies, are applied to enhance efficiency and maintain competitiveness in the market.

## 7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE



Blooméra Scrub Sdn. Bhd. is managed by a proactive or responsible and qualified management team who are able to run the company's operations. All team members of the management team have been assigned responsibilities according to their expertise in line with the company's goals and vision. The management team is involved in strategic planning, development, marketing, operations and financial management with the goal of producing quality luxury body products. The main management of Blooméra Scrub Sdn. Bhd. consists of four main roles.

### **General Manager**

This individual is tasked with managing the overall operations of Blooméra Scrub Sdn. Bhd. which is responsible for decision making, business planning, and achieving the vision and mission of the organization. He is also responsible for supervising all departments within the organization to ensure smooth operations.

### **Operations Manager**

The Operations Manager deals with managing the manufacturing, control and quality inspection of body scrub products. He is responsible for manufacturing all items according to safety standards and customer satisfaction regarding quality and consistency of quality.

### **Marketing & Sales Manager**

The Marketing Manager provides branding, promotion and market development. This involves online marketing such as social media and running advertising campaigns. The Marketing Manager also conducts trend analysis in the market to increase brand recognition in Selangor and elsewhere.

### **Finance Manager**

The Finance Manager deals with the financial planning, budgeting, and financial reporting of an organization. This function ensures that there are no errors in the flow of money within an organization, which is related to the costs incurred by the organization.

### **Administrative Manager**

The Administrative Manager is responsible for managing all administrative affairs of the company to ensure that operations run smoothly and orderly. An example of the main duties of this position is to manage the Company's documents and records. In addition, it prepares administrative reports, coordinates work schedules, and ensures that company correspondence and files are well organized. This position also plays a role in supporting management in carrying out daily business operations.

### **Purchasing & Inventory Executive**

The role of the Purchasing & Inventory Executive is to manage the process of purchasing raw materials and controlling the company's stock. This position ensures that the supply of materials such as body scrub base materials, packaging, and equipment is always sufficient for the production process. In addition, this position also monitors stock levels to avoid waste, stock shortages, and helps control business costs through efficient purchasing planning.

## **7.1 Company Structure**

Blooméra Scrub Sdn. Bhd. uses a simple and efficient organizational structure to ensure effective communication and management. The company's organizational structure will also ensure the distribution of tasks among the management team responsible for the smooth operation of the Company. In addition, the Operations Manager, Marketing Manager and Finance Manager will report to the Managing Director to achieve objectives as a group. The organizational structure facilitates the journey of Blooméra Scrub Sdn. Bhd. and the company's goal to be the best luxury body scrub brand in Malaysia and Southeast Asia because the company is able to produce high quality products.

## 8. Financial Projection

POSITION	PERCENTAGE	AMOUNT
General Manager	20%	RM 150,000
Operations Manager	20%	RM 150,000
Marketing & Sales Manager	20%	RM 150,000
Financial Manager	20%	RM 150,000
Administration Manager	20%	RM 150,000

ADMINISTRATIVE EXPENDITURE	
<b>Fixed Assets</b>	<b>RM</b>
Land & Building	20,000
Office Equipment	25,500
<b>Working Capital</b>	
Salary	42,542
<b>Other Expenditure</b>	
Other Expenditure	
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	5,000
Business Registration & Licences	400
Insurance & Road Tax for Motor Vehicle	
Other Expenditure	
<b>TOTAL</b>	<b>93,442</b>

<b>OPERATIONS EXPENDITURE</b>	
<b>Fixed Assets</b>	<b>RM</b>
Machines	50,000
<b>Working Capital</b>	
Raw Materials & Packaging	40,000
Carriage Inward & Duty	
Salaries, EPF & SOCSO	14,000
Maintenance	500
Rental Shops	3,000
Utilities	1,000
<b>Other Expenditure</b>	
Other Expenditure	
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	2,000
Business Registration & Licences	300
Insurance & Road Tax for Motor Vehicle	500
Other Expenditure	
<b>TOTAL</b>	<b>111,300</b>

<b>MARKETING EXPENDITURE</b>	
<b>Fixed Assets</b>	<b>RM</b>
Signboard	5,000
<b>Working Capital</b>	
Promotion	4,000
Travelling Expenses	7,000
<b>Other Expenditure</b>	
Other Expenditure	10000
<b>Pre-Operations</b>	
Deposit (rent, utilities, etc.)	2,000
Business Registration & Licences	200
Insurance & Road Tax for Motor Vehicle	500
Other Expenditure	
<b>TOTAL</b>	<b>28,700</b>

## 9.0 PROJECT MILESTONES

In this section, the project timeline with respect to the milestones for the successful start and development of the body scrub has been provided.

<b>ACTIVITIES</b>	<b>DEADLINES</b>
Idea generation and initial market research	September 2025
Detailed market analysis and feasibility study	October 2025
Business idea finalization	October 2025
Business registration and legal documentation	November 2025
Branding development (logo, packaging, label design)	November 2025
Product formulation development	December 2025
Prototype testing and quality evaluation	January – February 2026
Supplier sourcing and raw material procurement	March 2026
Final production preparation and product launch	April 2026

## CONCLUSION

In conclusion, it is evident that the body scrub business has immense opportunities to flourish as demand for personal care and skincare items continues to build up. Therefore, after effective marketing and sales strategies are implemented, as well as competitive pricing and quality of body scrubbing products, it is essential to ensure that success and sustained growth are attained in such a competitive industry that deals with beauty and wellness.

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## APPENDICES

