



TRIOMAR  
'QUILLING CRAFT'  
"QUILLING IT"

BUSINESS MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
BM240  
PRINCIPLES OF ENTREPRENEURSHIP  
ENT530  
PART 4  
TRIOMAR

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# 1. EXECUTIVE SUMMARY

Quilling is paper craft of curling and rolling to create shapes. Individual or combinations of shapes can be arranged together to form images and patterns. The shapes use to decorate card, frame, or any other product. Our quilling craft is different than any craft. The range of customers also can order it more conveniently through our Facebook, Instagram, and Whatsapp. Our business is for Kota Kinabalu area only and the office located near University Teknologi Mara, Cawangan Sabah which is Indah Permai.

While there are not many quilling craft businesses in Sabah, it will excel due to its attention to serve in its unique design and service. Through unheralded customer attention, Quilling craft will slowly but surely gain market share as it services the entire family and students, creating long-term relationships.

We, Quilling craft, saw the opportunity that this business has the potential of success provided that it is handled efficiently. The people have always needed to have a unique design of gifts for giving it to their loved ones. Quilling craft sees this as a way to prosper in this market, by taking advantage of all these people's need.

## 3.1. Descriptive of the product

Type of business	Craft
Name of company	TRIOMAR
Name of product / Brand Name	Quilling It (Brand)
Type of shape	Depends from customers preferences
Packaging	Transparent wrapper and paper bag
Price	From range RM1.00 until RM10.00 (depends on the type of shape)

### 3. ENVIRONMENTAL INDUSTRY ANALYSIS

- The Quilling It product is one of the product which is different and unique than other craft that has been introduced into the world.
- Our quilling craft offering a various type of craft which is made from curling the paper. One of the competitive advantages that our product has are the different shapes of our curling which then can be materialized into real looks. Our second competitive advantage is that we can offer to customers if they wanted to have a customize quilling shape into their present.

#### 3.1. Descriptive of Industry

- Business is a trend which is happened since the past civilization. Therefore, business have a big potential to increase the standard of living and social.
- We come up with this business due to the demand of craft lover. This is because from a hobby it turned into a business for such our quilling craft. Its potential can be spread through the online media as Facebook and Instagram. In Sabah, craft is one of the local business yet not every local wants to buy the craft for its purposes only to be sell to visitors or tourist. Our concerns to attract the local Sabahan to buy our craft.
- Since the craft is different and unique, everyone will tend to buy it. Now a day, people always following the trend which is unique and different to them.

#### 3.2. Descriptive of the product

Types of business	Craft
Name of company	TRIOMAR
Name of product / Brand Name	Quilling It (Brand)
Types of shape	Depends from customers preferences.
Packaging	Transparent wrapper and paper bag
Price	From range RM1.00 until RM30.00 (depends on the types of shape)

#### 4. DESCRIPTION OF VENTURE

- Our business nature is a trading business. Thus, can be known as TRIOMAR Trading which supplying a creative craft made of paper. We will look at the sender perspective which is wanted a unique present for beloved ones. Since is it a unique present or gift, it will help to reduce the worry of not finding the best gifts. It is also use to demonstrate of using a recycle paper that is to save the environment. Quilling it will success in its field of business due to the trend of the customers demand. Trendy in here means that along with the flow our business will be successful because of customers preferences for now a day are dynamic.

##### 4.1. Vision

- Encourage the customers to recycle the use of paper and inspiring others to feel loved

##### 4.2. Mission

- Supporting other department with the act of professionalism to guide the customers

##### 4.3. Objectives

- To give the best option for the craft budget
- Ensuring the better design for craft alternative
- To understand the customers need