



اُنِيُوْ رَسِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
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BUSINESS PLAN :

FUZZY GARDEN

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In the name of Allah Most Gracious and Most Merciful

First of all, we wish to thank Almighty Allah (SWT), because we have been able to complete our ENT300 project successfully for our business, Fuzzy Garden, without facing any complications at all. Indeed, through this project, we have had an important learning experience about how we should run a business. The lessons that we have learned from this experience will prove to be useful to us in the future when we run our own business.

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EXECUTIVE SUMMARY

Fuzzy Garden is a partnership-based business specializing in handmade DIY fuzzy wired products, including keychains, hair clip and decorative bouquets. The business aims to provide creative, affordable, and customizable gifts for students, teenagers, and young adults who appreciate unique handmade products. It's located in Kota Kinabalu, Sabah, so people nearby can grab these pieces without too much work.

The business was started because there was more and more demand for creative, meaningful handmade accessory type gifts, because people that we saw from our observation and perspective wanted something different. Fuzzy Garden aims to provide its customers with the means to express their emotions with custom-made offerings, while maintaining a high level of quality and a user-friendly experience. All products are carefully designed using bright fuzzy wiring and using little decorative materials; therefore, each product will look great, last long and remain memorable.

It would seem that the main reason for the heavy competition for Fuzzy Garden is that they could provide a completely customisable product at an affordable price. It's great to have it in handy for different events like birthdays, graduations, anniversaries, Valentine's Day and more to choose from designs, colors and styles. The versatility of this approach enables the company to respond to any type of individual choice and to make solid connections with the client and encourage them to keep coming back for more than a solitary purchase.

The Fuzzy Garden's core is the digital platforms, with WhatsApp, TikTok and Instagram being the primary ones, providing a wider reach for the business and a low cost approach. Besides, it also sells direct orders and delivers inside the campus making the products to be convenient and easy to reach by the targeted consumers. Fuzzy Garden aims to reinforce their brand identity and ensure they continue their trajectory towards long-term growth using good digital marketing strategies, constant product development, and seamless day to day operations.

This business plan provides a comprehensive yet realistic look at the administrative, marketing, operations and financial aspects of Fuzzy Garden. It is a tool that you can use for the management of your business activities, for the evaluation of your business performance and to support the development of your business in the future. With teamwork, planning and a commitment to ongoing improvements, Fuzzy Garden can be profitable and a trusted brand of handmade gifts for the local market for years to come.