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FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN REPORT

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EXECUTIVE SUMMARY

IDfinity is a growing lanyard selling company based in Penampang, specializing in the design and production of high quality lanyards. We aim to assist corporate organizations, educational institutions, and individuals by offering functional yet stylish identity solutions that increase brand visibility and personal expression. Our focus is on closing the gap between generic, low-quality mass-market lanyards and the growing demand for durable, aesthetically pleasing accessories made specifically to the client's needs.

We offer a large range of custom lanyard designs, featuring heat press printing, premium nylon materials, and a variety of secure attachment options. Every product is handled with meticulous care, allowing for extensive customization from corporate logo placement and professional color schemes to trendy patterns and cultural motifs. By utilizing advanced production technology and maintaining a high standard of quality control, IDfinity ensures that every client receives a product that is both unique and built to withstand daily campus or office use.

Our services are targeted at corporate offices, SMEs, and educational communities within Penampang and the surrounding regions who are looking for reliable, unique, and professional branding solutions. We aim to secure a minimum of 10000 unit orders by May 2028 while building a strong portfolio of at least 15 recurring corporate clients within the first 6 months. Our marketing strategy focuses on digital platforms such as Instagram, TikTok, and WhatsApp Business, where we showcase our customization capabilities, production process, and client testimonials to build trust..

In conclusion, IDfinity is committed to delivering high quality, durable, and meaningful identity accessories. With a clear business direction, realistic growth targets, and a strong focus on customer satisfaction through customizable design, we are confident in our ability to become a leading name in the local identity accessory industry. IDfinity aims to grow big and leave a memory with every lanyard we produce.

2.0 ADMINISTRATION PLAN

2.1 Vision, Mission, Objectives & Business Logo

2.1.1 Vision

To become the leading and most trusted provider of premium customized identity accessories in Sabah, recognized for merging innovative design with professional excellence to help every client project their unique identity.

2.1.2 Mission

To deliver high-quality, durable, and fully personalized lanyard solutions through advanced printing technology and creative craftsmanship, while ensuring superior customer service and timely delivery to achieve a reputable brand standing within the first three years of operation.

2.1.3 Objectives

- To secure a minimum of 50 corporate lanyard customization contracts and 1,000 individual retail unit sales by the end of the first year of operation (December 2026) to establish a strong market presence in Kota Kinabalu.
- To build a strategic network of at least 5 reliable raw material suppliers and 3 local distribution partners within the first 6 months to ensure a seamless supply chain and high-quality production standards.
- To achieve a 95% customer satisfaction rating based on product quality and delivery timelines by December 2026 to foster long-term client loyalty and positive brand referrals.

2.1.4 Business Logo

