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A3 - BUSINESS PLAN REPORT

BUSINESS NAME: BLOOM&BLISS BOUTIQUE

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EXECUTIVE SUMMARY

This report analyses the business plan of Sukun Crunch Enterprise, a partnership-based snack manufacturing business focusing on producing premium crispy sukun (breadfruit) chips for the Malaysian market, with future expansion to Peninsular Malaysia.

The business plan covers four main components: administrative, marketing, operational, and financial plans over a three-year projection period.

The administrative plan highlights the business structure, mission, vision, objectives, and roles of each partner to ensure smooth management and clear division of responsibilities.

The marketing plan focuses on product description, target market segmentation, competitor analysis, and promotional strategies using social media platforms such as TikTok and Instagram to increase brand awareness and sales.

The operational plan explains the production process of sukun chips, equipment usage, workflow layout, and daily operations to ensure efficiency and consistent product quality.

Lastly, the financial plan includes project implementation cost, operational expenses, and three-year pro-forma financial statements including cash flow, income statement, and balance sheet.

Although the business may face challenges such as raw material price fluctuation and market competition, Sukun Crunch Enterprise is expected to achieve steady growth and profitability through strategic planning and strong branding.

2.0 ADMINISTRATIVE PLAN

2.1 BUSINESS MISSION, VISION AND OBJECTIVES

2.1.1 VISION

To become a well-known Malaysian snack brand specializing in high-quality sukun chips

2.1.2 MISSION

To produce crispy, fresh, and affordable sukun chips while maintaining customer satisfaction and food quality.

2.1.3 OBJECTIVES

1. To ensure efficient business operations and management.
2. To improve product quality and customer satisfaction.
3. To achieve continuous profit growth over three years.