



اَوْنُوْرَسِيْتِي تِيكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

KISS Me

Kiss Me Crafts

(Craft Store and Home Decorative Items)

FINAL REPORT

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EXECUTIVE SUMMARY

Kiss Me Crafts is a company that specializes in home decorative items that are cheap yet meets modern trend. We are located at A2, 9 Avenue, Taman Korporat, Putra Nilai, Persiaran Utama Bandar Baru Nilai 71800 Nilai, Negeri Sembilan and established on January 15th, 2016. Our company chose home decorative items as a business item is due to the lack of home decorative shops and retailers in Nilai. Nilai itself is well-known for the fabric materials that are sold in bulk and also for the wood furniture, but not for their home decorative items. We intend to sell our products to university student, who basically fill a quarter of Nilai and Sepang area, and new tenants who are living around the suburban area.

The nature of our business is basically home decorative items. Companies in this industry sell home furnishings, such as kitchen and bathroom products, and also linen and window treatments. Major companies that are not originally Malaysian that we call our main competitors include IKEA, Rakuten and Houzz. We intend to break the tradition and start a new strong trend for local people to support real local products. The products we proposed are low-cost yet we are able to get a high sum of profit.

The capital that we used to operate Kiss Me Crafts is a total of RM 75,737. Our shareholders consist of Raja Aisyah Zahira Bt Raja Mohd Zamri with 19%, Anis Liyana Bt Saiful Azlan Shah with 10%, Nur Farah Syazwani Bt Sehat with 7%, Nur Iznî Eliya Bt Azmi with 6%, Annur Azlina Bt Md Subahan with 5% and Siti Nursyaza Bt Ahmad Sharip with 3%.

We look forward to the growth of our business as we start our business with this business plan. We will also work hard to get our small start as a small local business to grow as big as other major companies in Malaysia.

PURPOSE

This business plan is prepared because we need to convince venture capitalists, investors and bankers in order to raise capital and obtain support for the venture. We need more investors to fund for the purpose of this company's management and upgrades.

Malaysia has had a tremendous amount of growth in consumer demands as along to the growth of economy. People have been demanding more and more modern items to refurbish their houses since the arrival of IKEA. We have yet to challenge this demand and open up more choices for the consumers to choose.

We have asked for a loan of RM 16,841 from Maybank to start up our small company so it will help us in building itself in this industry. The finance we get will be able to cover the managerial and operational cost included within our company, in hopes of new ventures when we get higher financial returns.

We will make sure that we use this business plan as our guideline in order to succeed in business. Kiss Me Crafts will be one of the best in the industry. We will compete with the giants in the industry and aim to achieve the hearts of local consumers.

The approval we are seeking for this new venture will not only allow us to profit from this venture but it will positively impact our area. Through our connections in media and people, we will try to attract many more customers seeking new and low-cost decorative item designs to decorate their houses.

COMPANY'S LOGO



Background: The shape of lips defines a woman touch to the product

Text: Handwritten 'KissMe' represents a handmade product

Red and white colour: Symbolizes seduction and innocence of products

