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## EXECUTIVE SUMMARY

Clover Crafts Company is new business which desires to commercialize the products made from felt fabric. Felt Fabric is already popular for its functionality in handicraft and needlework. However, in local craft industry, the usage of felt fabric as the main material in crafting is still new. This current situation is seen as an opportunity to penetrate the local market. CLOVER Craft is the name of our company which was inspired by the three leaflets, green plant that is believed to bring luck if the rare four-leaflet plant is found. We believed that we are the lucky number one company who started in the craft industry based on felt fabric. As the saying goes, "to be (live) in clover", which means to live a life of ease, comfort, and prosperity, our company hopes to have bright future while bringing joys in others life. The company will produce two types of products which is brooch and phone strap to our customer both in ready and custom made. Our product is also handmade to ensure its originality and quality. Moreover, our readymade product comes in variety of designs that will attract the customer's attention toward it. Our target market consists of people who are attracted to handicraft accessories especially phone straps and brooches mainly females age 13 to 28 years old. Our start-up cost for our business is RM 74,998. Our main strategy is to offer our customers a variety of designs of brooches and phone straps at affordable price. Finally, we are positive that our business has the potential to compete with the other established business in the craft industry. With the uniqueness that we introduce in our products, our company has the ability to stand out and become the trend setter of felt crafting style especially in Sabah.