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## **EXECUTIVE SUMMARY**

Our company comes out a bag which is a very useful product and convenience. Besides, the idea comes out where this bag was created to provide everyone a bag that suitable with all suits and style. We are providing a sling bag that comes with doodles on it. In addition, our mission is to provide value-for-money products and quality services to our customers. Moreover, we will provide a sling bag that suitable with all ages and preference which are trendy and fashionable. As we know that, it is either a handbag, sling bag or pouch it always associated with women. But now, we are providing a bag that can use and suit for everyone. It is because our sling bag comes with a variety of custom doodles as a main design but customer can choose either they want the doodles on the bag or not.

In this era, people nowadays want something that easy. Based on our research, people now are too busy and people want to use a product that easy for them to carry. Moreover, nowadays, people need a bag that suit with their style and outfit. Since, they need to manage their time wisely with house chores, and work at their workplace and no time to think what bag are match with their outfit, so Loveena Sleek's sling bag are suitable with all outfit. It is either casual, formal or other.

However, even though we provided a good product, competitors are always there. As we do a researched together, we found that two companies that will be as competitors such as Christy Ng and Sometime by Asian Designer. Both of the company are the well-known brands. They sell a variety of bag but the different between us they do not have customer doodles on it. In this report we provide a details of SWOT analysis of both companies that we find it is interesting and that can help us in improve our product in the future. The SWOT analysis are including the strength, weakness, opportunity, and also threat to the company. We believed that this SWOT analysis could help us on enhance our product not only in Malaysia but in the eye of the world.

Last but not least, in this report we also provide the elements of business model canvas to help our company in build and manage our business. The elements include key partners, key activities, key resources, value propositions, customer relationship, channels, customer segments, cost structure and revenue streams. Last but not least, we provide a sling bag that comes with custom doodles on it with affordable price and a good quality of sling bag that better with our competitors.

## 2.0 INTRODUCTION

### 2.1 BUSINESS BACKGROUND



Loveena Sleek name actually comes from a word which fits the main focus of the product which is a custom sling bag that suitable for all ages. Bag is a very useful product to take everywhere as a place to store goods. Therefore, the idea where the custom sling bag was created is to provide convenience to successful women to facilitate movement. Loveena Sleek is a company that makes and sells various design with the innovation of our products and the design that customers want. Loveena Sleek was established in 2020 and located in Kuala Lumpur. Loveena Sleek is a new company that still needs various guidelines to continue to drive in the field of fashion business. The main types of business conducted in Loveena Sleek are services and fashion that focus on the recruitment and convenience of women bag wear. The main expert field for Loveena Sleek is as a company that fulfil customers' design that they wanted to be on the sling bags along with innovation to get a product that is quality and different from normal. Our business is essentially in creating a unique work of art, typically for a customer with a touch of our art style and print them with our own sling bag. These artworks are sold to our clients as a gift to someone or for decorating purposes.