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ARTE CREATIVE

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1. EXECUTIVE SUMMARY

This Art Creative Shop was opened from the ideas of Nurul Farzana, Iftitah Sabrina, Nur Fachrunnisa, Nur Hasha, and Nur Afiqah Rakinah to help people with autism by helping them to make their own money. So this Creative Art is a limited liability partnership (LLP) which is a partnership in which some or all partners depending on the jurisdiction have limited liabilities. However, Arte Creative also hired Maisarah as a supervisor to help the Arte Creative to be more advanced and successful.

The primary mission of Arte Creative is to educate and train autistic teens until they master art skills. The second is that autism handicrafts can be commercialised. The third is to teach them to be independent and able to earn their own money.

Arte Creative will produce art designs created by autistic employees on tote bags, notebooks and pencil cases. This is because most of those with autism are talented in producing interesting art designs. So with this, apart from looking for profit, Arte Creative also wants to cultivate their spirit to be independent and have exceptional talent after being honed by following a training program held every weekend for free. In fact, Arte Design also provides this Training Program for free to those with autism who do not work at Arte Creative. This is to take the attention of parents or guardians to this autism to give them a chance to earn their own money.

However, Arte Creative has decided to open at Lot 103, bandar damai perdana damai perdana ampang 56000 kuala lumpur. Since the location of Arte Creative is only do in a small shop at Bandar Damai Perdana, Kuala Lumpur. Therefore, Arte Creative have 2 ways, namely online purchase and face -to -face purchase for those who want to buy the art designed by autism employees who work at Arte Creative to help them to further hone their talents.

So to make it easier for our lovely customers, Arte Creative have already opened the website ,facebook page, ZALORA, Shopee, and Lazada to promote the art design from our shop Arte Creative. It means if they do purchase face-to-face, it will be easier for people to come buy face-to-face and without login the page because our shop opens from 10am till 6pm.

In fact, if Arte Creative does the purchase online that directly on the Facebook page and others will drive two times more sales and free signups on average than shops that redirect to a purchase page. Otherwise, if they do purchase online, this can eliminate the risk of purchase being interrupted during check -out due to slow site loads, because our shop

complies with SOP instructions. We have set a limit that only 6 customers can enter the Art Creative shop and the rest have to wait their turn.

Arte Creative also gives a discount to customers. Since Arte Creative shop has just started operating, that is by giving them a RM2 discount voucher for each item to the first 50 customers. So that they will buy the stationery online faster. Therefore, Arte Creative does not have to worry if Arte Creative does not get a response. This is because Arte Creative is most likely to get 50 customers in a short time, as customers want to get a cheap price.

For the price, we have 3 types of stationery that will be sold in the Arte Creative shop which are tote bags RM35 per each, the pencil-case is RM25 per each, and the notebook is RM 20 per each. However, we already plan that our shop will provide 300 of stationery / month. Which is 250 per stationery and another 50 for safety stocks.

We, Arte Creative, will compete with two other companies: SPCO and Little REACH Shoppe. We will compete with them by having our own distinct identity and market-capture strategy. We have several advantages, such as hiring the autistic and paying them on a monthly basis, giving them the opportunity to expand their talent, giving them experience in workplace situations, and so on. By this, we intend to compete in a healthy manner.

Arte Creative will be financed with an RM20,000 cash contribution from each of the five partners and RM8,249 from a bank loan. Our start-up business capital and expenditures are supported by all of our partners' contributions and bank loans. We also plan to use the funds to purchase all of the necessary equipment to run the business. Arte Creative managed to gain profit since the first year as we are providing stationery products that are hand-painted by our autism employees which is unique and able to catch the customers attention. For the next five years, Arte Creative will continuously boost its profits and be able to cover all the costs.