



## MELANGE WAYANG KULIT ENTERPRISE

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**GROUP MEMBERS** : 1. NUR QISTINA BINTI MUHAMMAD FUAT(2021125543)

2. KHADIJAH BINTI MOKHTAR (2021100093)

3. SITI NADHIRAH BINTI MOHD RAZIF RAVI (2021115057)

4. NOR ANISAH BINTI MUHD ALI (2021101631)

5. NUR AISHAH BINTI IZZUDIN(2021340727)

6. ALYA SYAMIMIE MYRZA BINTI ANUAR SHAHRIL (2021172735)

Submitted to the Madam Siti Nazirah Omar

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## **1.0 EXECUTIVE SUMMARY**

Melange Wayang Kulit Enterprise is a Terengganu-based company that offers online live shows and wayang kulit merchandise. Our product primarily focuses on adapting our long-lost traditional 'wayang kulit' in the form of modern traditional 'wayang kulit' where we made some modifications such as adding more colours, creating a new look and character to match our modern imagination. This modern traditional 'wayang kulit' will be produced in the form of an online live show that people can watch at home for a reasonable price. Aside from that, we create some products to sell to our target audience through the website before, during, and after the show, such as posters, mini 'wayang kulit' dolls, and customised merchandise. We want to help Wayang Kulit experts showcase their talents around the world, as well as raise awareness of one of Malaysia's most beautiful arts, wayang kulit, by providing customers with the most compelling live show experience possible.

Following the completion of our research and development, we decided on Lot-4995 on Jalan Engku Sar as our business location for our studio, storage, and packaging of merchandise, as well as our office. Before deciding on this location, we considered infrastructure, distance, and the environment. Furthermore, we believe that the location we chose is strategic because it is close to the UTC, a shopping mall, and a hotel in the centre of Kuala Terengganu, and it only takes 13 minutes for our expert staff, whom we recruit from Kampung Budaya, Terengganu, to arrive at our location.

We are targeting high-value travellers who value exploration, want authentic cultural experiences, want to broaden their horizons and gain a better understanding of the world they live in, and want to enjoy the experiences that Malaysia is known for. Wayang Kulit distribution via an online platform would be our main marketing strategy because it suggests positive engagement, as the vast majority of Malaysians enjoy online content.

The most effective barrier to entry for Melange Wayang Kulit Enterprise is its strong brand identity, which may protect the company from competition. Melange's brand identity begins with a circular brown logo that represents our dedication to our work, while the gold represents our promise of luxury and wealth to our customers. Our logo's white colour conveys to our customers a sense of exclusivity in our products and services. The logo of Melange Wayang Kulit Enterprise is a wayang kulit, which represents Malaysian art. As a

result, our brand identity is crucial to the future of our company. Our strong brand value creates customer loyalty and, as a result, discourages new firms from entering the market.

Melange Wayang Kulit Enterprise was financed by personal contributions from the partners totaling RM20,000 each, as well as a bank loan. All contributions from partners and bank loans are used to support our start-up business capital and expenses. We also intend to use the funds to purchase all of the necessary equipment to run the business.

Finally, we hope that our wayang kulit live show will entertain, inform, and inspire people all over the world, as well as provide opportunities for every Wayang Kulit expert who has been unable to showcase their talents because Melange Wayang Kulit Enterprise will be led by Nur Qistina and her team Nor Anisah, Alya Syamimie, Khadijah, Siti Nadhirah, and Nur Aishah.