



اَبَدِيَّةٌ تَتَكَوَّلُوْنَ كَيْفَ يَمْرُرُ  
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# BUSINESS PLAN

## KGPEEPS.CO

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# EXECUTIVE SUMMARY

Planning a business may have looked like a piece of cake, but the truth is, only those who bear it know the struggle. Planning requires a lot of patience, to prepare one's self before embarking on a hectic world of entrepreneurship. Our partnership, KgPeeps.Co has done thorough research and planned our journey systematically. It is to ensure that we will be fully prepared should there be any hindrance that might slow down our business. This business plan is a comprehensive explanation of the operation and marketing strategies, budgeting as well as expenses that will occur throughout the entire operation.

We have narrowed the scope of our starter targeted area, of which Jelevu, Negeri Sembilan. An application known as KgPeeps.Co will help the villagers, indigenous people and even those who have lost their income to get back on their feet. They can sell and promote their local products that cannot easily be accessed to the urbanite through online platforms. Free classes will be provided to these people by educating them the basics of marketing and entrepreneurship and even the basics of technology. By doing so, these people can be financially independent and thrive in business as well.

To conclude, the ultimate goal of KgPeeps.Co is not only focusing on numbers of profits, but to help others to upgrade their income level and be independent with solely having to rely on financial aids.

## 2.0 COMPANY PROFILE

### 2.1 BUSINESS DESCRIPTION

#### 2.1.1. Company Name

The name of our company is KgPeeps.Co. *Kg* is an abbreviation for *Kampung* whereas *Peeps* is an informal term for People



#### 2.1.2. Nature of Business

KgPeeps.Co is a partnership that provides an application for the villagers, indigenous people and those who have lost their income especially during the pandemic of Covid-19 to sell and promote their products and services. The name of our application is the same as our company which is KgPeeps.Co.

Our first targeted area was Jelebu, Negeri Sembilan. Mainly because Jelebu is not really known by the suburbanites and it has great potential to develop the area and even to attract tourists. It has tons of local fruits, a plethora of handcrafted merchandise and even places that could possibly become a short-getaway spot.

On top of that, we also provide classes for them at no charges. We will guide them on the basics of technology so that they can be more tech-savvy and independent.

#### 2.1.3. Location of Business

Kg Peeps.Co is located at A 10-3, Jalan Serai Wangi L 14/L, Seksyen 14 Shah Alam, Selangor.

#### 2.1.4. Industry Outlook

A lot of people's finances are affected due to Covid-19, especially the elderly, the indigenous people and those who have been laid-off. Because of that, we saw an opportunity to create a platform where people can actually generate income for their survivability. At the same time, there is a possibility that we can also attract more tourists to the targeted area. With that, it will be a great opportunity for our company to attract the people to use our services as it can help them to generate income and at the same time to be more tech-savvy.

#### 2.1.5. Date of Business Commencement

KgPeeps.Co was registered on 5th July 2021. The operation commenced on 19th July 2021.