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**ENT 300**

**SCENTED CANDLE – SUHU CANDLE FACTORY**



**PREPARED FOR:**

MISS RAHAYU IZWANI BINTI BORHANUDDIN

**PREPARED BY:**

NUR ALYA SABRINA BINTI MOHD RAZIF	2019217358
ISHMA BINTI OMAR	2019292256
ZUHAYRA DAYANA BATRISYA BINTI ZURAI	2019237422
ERIN NATASHA BINTI MOHAMAD UJANG	2019812214
NAJEEHA SAFEA BINTI NASHARUDIN	2019413634

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## EXECUTIVE SUMMARY

This is the partnership business plan of SUHU Candle Factory which is a partnership of manufacturing and producing scented candle with various scents, sizes and uniqueness of each scent. The mission of the business is to give out free aromatherapy in a soft modern design with a wide range of smells to fit any lifestyle. This partnership consists of five members who have different experiences and strength in doing business.

SUHU Candle Factory is targeting teenagers, adults and women because scented candles are normally use among those categories. SUHU Candle Factory makes our own scented candles and offers variety of unique scents in the candles that suits the users very well. However, there are few competitors that sells scented candles as well but more expensive. Therefore, SUHU Candle Factory took the opportunity to get into this sector since the demand is rising years by years. Besides, the scents that the business offers are rare to find and could be a high demand from scented candles users. SUHU Candle Factory produced the scents of Vanilla, English Garden, Sea mist, Grapefruit and mint, and Library. These scents suit the preferences of different ages of scented candle users. There is also organizational chart in this business plan to show the employee and the roles of each person.

The marketing plan shows how SUHU Candle Factory promotes the product to increase sales and gain more customers. There are also list of channels that the business use to update about the product such as Instagram and a business website. Not only that, the prices and the descriptions of the product also stated in the marketing plan. As for the administration plan. There are briefly stated the list of assets and salaries of employees.

Next, the operational plan is where SUHU Candle Factory includes all the operating process. From the product prices to machinery, assets, salaries, the layout of the physical store, licenses and costs. Finally, the project implementation cost, financial plan consists of income statement, cash flow statement, and financial ratio analysis. At the end of this business plan, there will be business model canvas.

# **1. Introduction**

## **1.1 Name of the Business**

Our business name is the most important factor in identifying us to our customers. It's the first thing customers need to know before doing business with us or purchasing our goods, and they will use it to distinguish us from other brands. As a result, it is a very valuable asset.

We chose SUHU Candle Factory as our business name to mark our business as the supplier of the high-quality scented candle that become people's choice. Besides, it shows how strong our business is. We are constantly producing our product. It will always be offered at our store since we feel the demand will always be there. We also chose the name to entice people to look at what we are providing. Our business name is simple for customers to remember. The name SUHU itself showed that our business will be 'hot' and well-known among candle users.

## **1.2 Nature of Business**

Our business is a partnership with five partners. When a scented candle is lit, the aromatic oils put into the wax emit a pleasant perfume. A scented candle is a great addition in a bathroom, especially when you have friends around, as well as in a bedroom or any other area in the house. A fragrant candle can help to create an atmosphere of health and well-being. Scented candles, unlike incense, do not emit smoke into the air.

A scented candle can be made in a variety of ways. If the wax is badly manufactured, it will smell wonderful when brought to the nose, but burning the candle may not generate any aroma at all. This might be a frustrating waste of money, but with a little knowledge, you can recognize high-quality candles. Therefore, our business will manufacture scented candles in the correct way to provide them.

## **1.3 Industry Profile**

Manufacturing is any industry that creates goods from raw materials via the use of manual labour or machines and is typically done in a methodical manner with a division of labour. Manufacturing, in a broader sense, refers to the large-scale manufacture or assembling of components into completed goods. Our business is manufacturing home and living products. Home fragrance or home decorations is under the home and living category.