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**(ENT 300)**

**BUSINESS PLAN: BLEUMOTION INC.**



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## 1.0 EXECUTIVE SUMMARY

Bleumotion Inc. was a company that designs and manufactures sports and arches support footwear in Malaysia that was established on 6 June 2024 in the form of a partnership. The strategic location of the manufacturing location in Klang, Selangor provides an opportunity for the company to promote and sell the product efficiently suited to the company's target market. Bleumotion Inc. offers a limited and ergonomically designed product that provides arch support system, foldable and travel-friendly design, and use of eco-friendly material like Jacquard Mesh by presenting a variety of options of size for every age starting from 15 years old to 69 years old. As the target market was based on the population in Selangor, 30% of the target market was aged 15-29 years old. The largest percentage which was 50% of the target market was aged 30-49 years old and another 20% of target market came from aged 50-69. As the identification of the target market was recognized, the total potential purchases can be identified based on the preferable price from the target customer that may help in the guideline in pricing strategy. Bleumotion Inc. competitive advantages were covered from the price of shoes compared to the other's well-known brand, the speciality design, and the function of the product.

The primary goals of the company were to deliver high quality products by sourcing footwear from the reputable manufacturers for maintaining the quality standard outlines. By gaining the profit from business activities, Bleumotion inc.were focused on expense monitoring, increased inventory, and successful sales strategies to reach an annual growth rate of 20% over three years. Additionally, Bleumotion Inc. were focusing on creating a positive work environment and motivating employees to match with the company values. Bleumotion Inc. were committed to prioritising sustainability such as sustainable development goals 9 were focused on industry, innovation and infrastructure. Where sustainable development goals 8 were focused on decent work and economic growth. The sustainability in Bleumotion Inc. was applied through the eco-friendly packaging and partnering with manufacturers that adhere to ethical and environmental standards.

From exploring the market opportunities , Bleumotion Inc. applied a variety of marketing strategies and plans to reach the customer. As the target market came from the age group of 15-69 years old, the effective marketing and sales strategies were applied to gain the customer's trust and enhance the brand's image. This includes promotion through advertisements, sales promotions, and collaborations with the influencer. Promotion through

advertisements was conducted by using printed media, broadcast media, social media, and billboards. However, to increase the sales, promotion through sales by using a coupon was applied to attract customers who purchased the product with the discount prices. Collaborations with the influencer were effective as the influencer already built the trust of their followers and influenced them to purchase the product from the paid review activity.

Financial overview of Bleumotion Inc.'s starts with the sales forecast in year 1 were about RM 365,821,095.90 where the increases of 5% were recorded in year 2 and 11% in year 3. The price for the shoes were RM 180 with the production units per day being about 6,514 units. To increase the quality of production, Bleumotion Inc. purchased the machine and equipment to maintain the quality of product and achieve the target production quantity of a month. Sources of finance in Bleumotion Inc. came from loan, hire purchase, and cash. The total assets collected from year 1 were RM 49,481,952.23, while in year 2 were RM 91,135,735.86 and in year 3 the total assets collected were RM 137,455,895.30. However the financial ratio analysis showed the difference between year 1, year 2, and year 3 in forms of liquidity, efficiency, profitability and solvency.

Team and management in Bleumotion Inc. were consists of Chief Executive Officer (CEO), Finance Manager, Marketing Manager, Operation Manager, Human Resources Manager, Research and Development Manager, and IT Manager. The Administration personnel in Bleumotion Inc. were given the specific tasks and responsibilities followed by the position from the skills and knowledge the employee's earned. To ensure the effectiveness of organization based on department, the difference employee was hired to increase company's productivity. Based on the responsibilities the employee's carried, a different remuneration schedule with different amounts was used to pay the employee's according to their task and performance of the month.

Bleumotion Inc. was the partnership form of business that was responsible for manufacturing the shoes and distributing the product to the customer by selling direct to consumers and selling through retailers. The innovative design of the shoes was the speciality of product appearance and as a brand's image to make people recognize the product for building the customer trust. The company's goal played a crucial role in achieving the vision, mission, and objectives of the Bleumotion Inc. In addition, with the well managed financials, the revenue gain from the product purchased was able to open an opportunity for the company to come up with another new product that has different