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BUSINESS PLAN REPORT

DR. GATOR

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1. Executive Summary

Dr. Gator, a dynamic footwear brand based in Klang, Selangor, Malaysia, is working to change global footwear by focusing on sustainability, customization and affordability. Dr. Gator specializes in eco friendly Crocs style clogs and customisable accessories, all to redefine the footwear market by fusing sustainability, fashion and innovation to suit the ever changing tastes of today's consumer. We offer our key offerings: The EcoClog, a Crocs style clog made from recycled and bio based materials and a huge range of customizable accessories ranging from Crocs themed charms to seasonal designs. EcoClogs is the company's main product, designed from recycled and bio based materials, lightweight waterproof designs, with customizable options like interchangeable Jibbitz charms, and engraving services. Dr. Gator caters to eco-minded millennials and Gen Z consumers aged 18 to 35 alongside families and professionals looking for footwear that's durable, versatile, and reasonably priced.

Dr. Gator's mission is to position the brand at the forefront of the sustainable footwear market through functional style that minimizes its environmental impact. Its goal is to become a market leader in Asia within five years, grow revenue by 20% a year through innovation and market expansion, and to reduce its carbon footprint by 10% by 2026 through sustainable manufacturing. Dr. Gator expects to make RM 5 million in revenue in the first year through penetration into the local market, RM 10 million in the second year with regional expansion, and RM 20 million in the third year when it enters global markets. The company is striving to keep a 15% profit margin and the same time provide excellent customer satisfaction. Dr. Gator's business plan describes the comprehensive strategy for attaining its objectives as well as the market analysis, the operational frameworks, and the financial projections. To kickstart its factory upgrades, product development and marketing efforts, Dr. Gator is looking for RM 3 million of initial funding to become a leader in sustainable footwear that is suitable for modern consumers and a greener future.

Purpose of Business Plan

This is Dr. Gator's business plan to becoming the market leader in sustainable footwear. The main aim is to raise RM 3 million to finance factory upgrades, product development and marketing activities. The company aims for the investment to allow it to hit revenue targets of RM 20 million by the third year, and gain a wider market in both local and international markets. The plan also reflects Dr. Gator's dedication to a greener future by focusing on sustainable manufacturing practices and continuous innovations in its product line.

Reasons for Starting Business

Dr. Gator was born to fill a gap in the footwear market: sustainable, customizable, and stylish. This has been achieved through the use of eco friendly materials, innovative design and affordability which meets the needs of a rising segment of consumers who demand functionality and environmentally responsible products. Customization is a unique value proposition that appeals to millennials, Gen Z and professionals alike. Sustainability and personalization make Dr. Gator able to capture and retain loyal customer base.

4.0 Administration Plan

4.1 About Us

4.1.1 Vision

To be a leading & innovative manufacturer of high-quality, comfortable, & sustainable footwear that inspires confidence & enhances lifestyle.

4.1.2 Mission

- To design & produce footwear that combines style, comfort & durability
- To ensure sustainability in our materials & processes for a better future
- To provide exceptional customer service & build long-term relationships with our clients
- To create a positive impact on the community & the environment

4.1.3 Objective Goals

- Short Term Goals
 - Successfully establish the manufacturing process & supply chain within 6 months
 - Launch the first line of products & achieve a sales target of RM 30000.00 in the first 3 months
 - Build popular brand through marketing & social, media platforms
- Mid Term Goals
 - Expand product distribution to major retailers & online platforms
 - Collaboration with others big company such as Disney to diverse Crocs design
 - Achieve a 30% increase in revenue within the first year
- Long Term Goals
 - Become a market leader in the footwear industry in Asia
 - Winning more than 10 awards
 - Maintaining a customer satisfaction rate of over 85%