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Kampus Kuala Pilah



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN REPORT

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1.0 Executive Summary

Gloei Skin is a skincare brand that started in Petaling Jaya, Malaysia, aiming to provide effective, natural, and budget-friendly skincare options for various skin issues. This business collection features four key products which are a cleanser, serum, moisturizer, and sunscreen. Each product is made with high-quality, natural ingredients like saffron, hyaluronic acid, Vitamin B3, Centella Asiatica extract, tea tree oil, and 5x ceramides. These ingredients are chosen to help brighten the skin, diminish dark spots, reduce inflammation, and fight acne, all while improving overall skin health.

The company started its operations on 7th April 2024, aiming to reach a wide audience that includes young adults, busy professionals, and skincare lovers who value both quality and affordability. Gloei Skin products are created to meet the needs of people looking for straightforward but effective skincare routines that fit into today's fast-paced lifestyles.

Gloei Skin marketing plan is all about using digital platforms. The business is focusing on tapping into social media, working with influencers, and utilizing e-commerce to build a solid online presence. Other than that, Gloei Skin wants to create lasting connections with customers by offering loyalty programs, personalized services, and helpful content that enables people to make smart decisions about their skincare.

Gloei Skin sells its products through various channels, including its own e-commerce website, collaborations with retail stores, and popular platforms like Shopee and Lazada. This approach makes it easy for customers all over the country to access Gloei Skin products. Gloei Skin focus on sustainable practices and making our customers happy, which helps the business not just meet but go beyond what the market expects. This strategy is helping Gloei Skin become a reliable and well-known name in the competitive skincare market.

Gloei Skin aim to grow their presence in the region, launch new and exciting product lines, and make Gloei Skin a representation of confidence and self-care. With a solid business plan, an emphasis on quality, and a dedication to excellence, Gloei Skin is ready for long-term growth and success.

2.0 Introduction

Introducing Gloei Skin, a skincare brand inspired by the Dutch word "gloei," meaning "glow" or "radiance." Officially launched on 7th April 2024, Gloei Skin is dedicated in enhancing natural beauty through simple, effective skincare essentials. Our core range includes a cleanser, serum, moisturizer, and sunscreen, each crafted with natural ingredients to brighten skin, fade dark spots, reduce inflammation and improve skin barrier for a healthy natural glow.

Based in Petaling Jaya, Selangor, Gloei Skin aims to reach skincare enthusiasts locally and beyond. As we grow, we envision expanding our product range to include more targeted treatments and eco-friendly skincare products, allowing us to provide even more comprehensive skincare solutions. At Gloei Skin, we believe in a future where everyone has access to radiant and healthy skin.

2.1 Objectives Preparing Business Plan

I. Clarity of vision

At Gloei Skin, we aim to highlight the beauty that comes from nature by offering skincare solutions that are both effective and easy to access. We think everyone should have the chance to enjoy healthy, glowing skin, so we focus on making top-notch products that tackle common skin issues while also boosting overall wellness. Our goal is to help people appreciate their natural beauty with straightforward and effective skincare routines. We want to build confidence in our customers by providing products that work well and teaching them about the natural ingredients we use and also how they can benefit their skin.

In the next 5 to 10 years, we see Gloei Skin becoming a top brand in the natural skincare world. People will know us for our focus on quality, being eco-friendly, and coming up with new ideas. We plan to grow our product line to include special formulas that work for different skin types and issues, all while sticking to our promise of using natural ingredients. We want to create a community of skincare lovers who believe in being real, open, and taking care of themselves. By building strong connections with