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KAMPUS KUALA PILAH

FAKULTI SAINS GUNAAN
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AS114

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT 300

BUSINESS PLAN:
HI-ke Up!

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1. EXECUTIVE SUMMARY

HI-ke Up! is an innovative outdoor apparel business that addresses the increasing demand for eco-friendly, high-quality and versatile reversible jacket in Malaysia. Located at Lot 5, Taman Sri Nibong, 11900 Bayan Lepas, Penang, the main office and factory serve as the hub for operations. Our product is a reversible jacket crafted with premium Egyptian cotton for comfort and Gore-Tex for waterproof protection. This jacket also includes a magnetic hood for wind resistance, making it a unique offering in the market. Our jacket also offers a dual-purpose design suitable for both outdoor adventures and everyday wear, catering to modern adventurer.

HI-ke Up! targets outdoor enthusiasts aged 20 to 50, across Malaysia by focusing on Gen Z professionals, young professionals and families who value stylish, durable and affordable outdoor gear. Focusing on the eco-consciousness, the product aligns with the increasing demand from consumer on the responsibility to the environment and high-performance outdoor gear.

HI-ke Up! aims to capture a 5.5% market share within its first year, producing 200 jackets monthly and generate RM60,000 in sales forecast by the end of Year 1. A net profit of RM228,845 can be projected and achieve in Year 1 with a steady growth to RM6,297 in Year 2 and RM40,845 in Year 3. With the setting at 133 jackets sold per month and priced at RM300 each, the break-even point can be balanced between affordability and premium quality.

HI-ke Up! targets outdoor enthusiasts across Malaysia by focusing on Gen Z professionals, young professionals and families who value stylish, durable and affordable outdoor gear. This jacket meets the needs of hiking and everyday use, emphasizing sustainability and customer needs.

For the production operation, the total startup cost was estimated at RM68,225 that covers from machinery, raw materials, marketing and operational expenses.

The overarching purpose of this business plan is to secure financing for the initial setup costs while establishing clear operational goals and strategies to get a sustainable growth in the competitive outdoor apparel market.

HI-ke Up! business was established to engage with the increasing demand for an adaptable and eco-friendly outdoor apparel. The decision to venture in this business stems from the growing popularity of the outdoor activities in Malaysia, which correlates with the rising awareness of sustainability among consumers. Mostly, outdoor enthusiasts would face challenges such as finding suitable jackets that can be use daily and are functional for hiking. Therefore, HI-ke Up! links this problem by offering reversible jackets that combines practical, comfort as well as modern design. The production of this reversible jacket also caters to individuals who prioritize high-quality, versatility and affordability while making environmentally conscious choices.

Moreover, this business will be able to solves several issues faced by our target market. One of issues solved would be the elimination of the needs for multiple jackets by providing dual-purpose design suitable for both outdoor adventures and casual outings. Adding to this, the usage of eco-friendly materials can be appealing to environmentally conscious customers as this business addresses the issues on the need for sustainable products. The affordable pricing guarantees and accessibility for a broad spectrum of consumers without sacrificing the original quality.

The main purpose of this business plan is to seek financing to support the initial setup costs, machinery, raw materials and marketing expenses as well. In addition, the plan serves to establish a clear goal to achieve specific sales and market share targets and guiding the operation of this business by providing a structured guideline for production, marketing and management strategies.