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BUSINESS PLAN : SCHÖN

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Executive Summary

Schön Sdn. Bhd. is an establishment categorized in the beauty industry that focuses on providing a life changing beauty-solution via our makeup product, that is carefully crafted to perfection. This business plan will outline the market strategy, operations plan, and financial details for 'Schön'. Schön is located in Subang Jaya, Selangor after taking various reasons into account. Such as suitability of the environment, product transportation, size and safety of the area for long term use and all product related details. As it is preferable for the identity of the company's members to be separated from the company's, Private Limited Company (SDN BHD) is incorporated as our business identity which makes our company name ends with Sdn Bhd. Schön creates a product that solves a problem which women wearing makeup often face. This includes feeling like wearing or removing makeup is time consuming, as well as feeling lazy when they have to remove it especially after a long day when they just wanted to rest or when it is time to perform prayers while going out. Our foundation is infused with a unique combination of healthy and intelligent ingredients that allows it to be left on the face without having to remove it while posing no harm to skin. Which means, accidentally sleeping with makeup on is no longer an issue. Not only that, if it is required for a person to remove their makeup for example to perform prayers, our product can turn into a face wash by itself. There is no need to carry a makeup remover or cleanser as the makeup itself can be a face wash. Our target market will be focusing on women as they will be the most interested in the solution we provided. The sole reason for the establishment of the product and company is to be the leading company that first provides a solution to these problems, prioritizing women and their needs which will eventually lead to a new evolution of the beauty industry and encouraging a more creative approach to create a new product in the future. The owners have contributed to a lot of things such as brainstorming the idea itself, planning the details to produce the product and establishing the company while considering all possibilities to ensure smooth operations and successfully gained financial support by loan, amounting to RM 58 000 which also covers our initial capital to start the business. From the business plan, the expected sales forecast for year 1, 2 and 3 will be RM 404 493, RM 465 167 and RM 558 201 respectively. With each unit being sold for RM37, and 912 units of product being produced every month, a projected profit of RM 299 265, RM 344 168, and RM 413 711 will be obtained for year 1, 2 and 3 respectively. The team managing the market plan, operational plan, administration and financial details play a vital role in our company act as the key management teams that are also the backbone of the company which holds the vision and mission of the company strongly to ensure a success in achieving it.

1.0 Introduction

About “Schön”

Schön is a cosmetic company that seeks a remarkable increase in beauty and life efficiency for the users. The word “schön” translates to beautiful/ lovely, which inspires us to build different cosmetic products from the others as well as constructing a different objective to achieve. After conducting a detailed research and tracking human behaviour, we noticed the same problem for almost everyone. This problem refers to the part where they have to remove their makeup whether it is the end of the day, or to pray or even to do something else. Hence, we plan on turning this problem into an opportunity and start creating a product that is not in the market yet. We create a foundation, with an advanced combination of ingredients that mixed perfectly, as a new formulation with new functionality and benefit.

It is common for women to feel lazy when it is time for them to remove their makeup especially after a long day. In addition, women will also have to carry a makeup remover around, for them to remove their makeup and perform prayers. Our product exists to tell women out there that this problem shall not be a wall preventing them from wearing makeup and thinking that makeup is troublesome and requires maximum effort. This is because our makeup , specifically foundation, is scientifically advanced, crafted with a unique formula that allows it to be left on face without removing while posing no harm to skin, and if desired to be removed, no make up remover is needed as the product can turn into a face wash by itself.

Detailed explanation on our product:

Our company produces a makeup product which is a foundation that is undoubtedly different from any other foundation produced by other companies. Other than using natural ingredients, it can also be left on the face without the need to be cleaned. Some women experience laziness when having to remove their makeup and some accidentally sleep with makeup on. With our product, it will not be a problem as the makeup can fade by itself. However, if you want to remove it, no makeup remover is needed as it can turn into a face wash with just 10 seconds of rubbing with water. With this, if you are outside and wanting to pray, you do not need to bring any face wash or makeup remover and cotton pad. This in turn, will save a lot of space and time to remove your makeup. The product is made carefully with a detailed research on its ingredients including a conduct on skin testing, common allergy test, long hour of wearing test and overall functionality test.

2.0 Administration Plan

2.1 Vision, Mission, Motto and Business Objective

Vision

Schön: Redefining beauty and elegance with dual-action foundation which combines beauty and convenience that empower all women to feel confidence with effortless makeup while revolutionizing the makeup industry with our innovative product and appear as the world's first makeup brand offering foundation with built-in remover with natural ingredients.

Mission

To deliver high quality natural makeup products that highlight the uniqueness which also meets the highest standard and suitable for all skin types especially sensitive skin while continuously enhancing simplicity and convenience in beauty.

Motto

‘Schön’ “Shown your Elegance”

Business Objectives

1. To achieve a monthly sales target which minimum RM10 000 by the second year of operation.
2. To expand the product in drug stores by the third year of product selling.
3. To develop strong market presence and brand recognition within the first year of launching.
4. To reduce the cost, resources by developing our own research and development department specialized in dermatology after a strong market presence.
5. To maintain the quality and ensure it remain consistent with a target at least 90% positive review rates