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BUSINESS PLAN REPORT

SwiftPack



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EXECUTIVE SUMMARY

Located in Selangor, Malaysia, SwiftPack is an innovative business in the travel sector. Our specialty is creating modern vacuum compression luggage bags that reduce luggage large quantities and increase packing efficiency. Our products are made from high-quality, long-lasting materials, guaranteeing dependable compression and extended use. Swiftpack's elegant, modern appearance, which comes in a variety of colors and patterns, blends practicality and style to meet a wide range of traveller preferences.

Our committed team including a general manager, administrative manager, marketing manager, operation manager, and financial manager oversees our company. Every partner contributes greatly to SwiftPack's success. Strategically positioned in Selangor, we take use of its great infrastructure, reduced operating costs, and close proximity to Kuala Lumpur to encourage innovation and growth. We can continue affordable operations and reach a large number of potential customers from this location.

SwiftPack is dedicated to providing a first-rate customer experience by using an extensive distribution plan that involves both online and offline platforms. We build a strong community and brand loyalty by interacting with customers on social media, working with influencers, offering loyalty programs, and providing excellent customer service. Extended warranties and customization choices are examples of our value-added services that improve the entire customer experience. Swiftpack wants to become a top brand in the travel sector by focusing quality, design, and sustainability while also making travel more intelligent, effective, and enjoyable for all travellers.

4.0 ADMINISTRATION PLAN

In this section, all the information related to business background, vision, mission, logo, organizational chart, and administrative-related workforces will be explained and stated.

4.1 Vision

We produce high-quality products that can revolutionize travel and storage by providing innovative, space-saving solutions that empower individuals to pack smarter, travel, and live more organized lives.

4.2 Mission

To become the largest and most famous brand manufacturer in Malaysia and around the world.

4.3 Business Objective

A business plan is a document, whereas planning is the process of preparing a course of action to achieve objective.

1. Provide a high quality product that can meet customers' lifestyle.
2. Provide a good service to enhance and achieve customer satisfaction rate

4.4 Business Logo and Description



FIGURE 4.4: BUSINESS LOGO