



اَوْنِفُورِيسِيْتِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN



TUMBELLA by *Just a TUMBLER*

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1.0 Executive Summary

Located in Malaysia, Tumbella Designs & Innovations focuses on high-quality, environmentally friendly tumblers that combine sustainability, imagination, and functionality. Our tumblers are crafted with contemporary elements like temperature indicators, double-wall insulation, and robust BPA-free materials to suit a variety of lifestyles. Ideal for everyday travel, exercise, and outdoor pursuits, our offerings encourage eco-friendly practices while providing outstanding quality and sophistication, aiding in the decrease of plastic waste.

The market for reusable tumblers offers considerable growth potential, yet it also introduces challenges. To compete with established brands, it is essential to differentiate strategically and enhance brand recognition. The elevated expenses related to obtaining sustainable materials and integrating novel features heighten financial strain. Striking a balance between cost-effectiveness and high quality to attract eco-aware and budget-minded shoppers continues to be a primary objective, in addition to fostering robust supplier partnerships and guaranteeing production efficiency.

To tackle these challenges, Tumbella employs a strong approach that incorporates focused digital marketing, partnerships with corporate clients, and unique limited-edition collections to generate demand. Options for personalization in bulk orders, collaborations with gyms, and partnerships with environmentally friendly companies further improve our reach. A robust quality assurance system guarantees product dependability and customer contentment, bolstering our dedication to excellence.

With the increasing demand for sustainable and reusable products, Tumbella is set to seize a substantial portion of the market. By introducing innovative products, implementing strategic marketing initiatives, and prioritizing customer loyalty, we expect consistent revenue growth. Venturing into supplementary items such as cleaning tools and spare lids will strengthen our market standing. Tumbella is committed to sustainability and outstanding customer experiences, aiming to pioneer the reusable tumbler market by blending style, functionality, and eco-friendliness.

2.0 Introduction

Name of the business

Tumbella Designs & Innovations takes its name from a unique blend of creativity and cultural inspiration, rooted in the Malaysian slang “la” and the word “tumbler.” The name “Tumbella” symbolizes a seamless fusion of everyday convenience and cultural identity, perfectly suited to a product designed for ease and practicality. In Malaysia, “la” is a colloquial term that adds a casual and familiar touch to conversations, reflecting the simplicity and accessibility that people value in their daily lives. At Tumbella Designs & Innovations, we aim to embody this spirit, crafting products that are not only essential but also resonate with a sense of belonging and familiarity. By incorporating this cultural element into our brand identity, this business strives to create a tumbler that transcends functionality, becoming a cherished part of people’s routines. Whether for staying hydrated at home, on the go, or during outdoor adventures, our products are thoughtfully designed to meet the universal need for convenience and style while celebrating the everyday essence of life.

Scope of the business

Tumbella Designs & Innovations takes pride in producing a revolutionary tumbler that combines elegance, durability, and functionality to elevate the drinking and storage experience. Our tumblers are meticulously crafted to be not only visually stunning but also highly practical, featuring a sleek, elegant design that appeals to all ages and lifestyles. Built with strong, anti-smearing materials, the tumbler is resistant to scratches and stains, ensuring it retains its pristine appearance over time. It is designed to be both heat- and cold-resistant, effectively maintaining the temperature of beverages for extended periods, whether you are sipping a hot coffee during a chilly morning or enjoying an ice-cold drink on a sunny day.

A standout feature of this tumbler is the innovative temperature display, which provides real-time information about the drink inside, adding an element of convenience and modernity. Beyond beverages, Tumbella Designs & Innovations envisions the tumbler as a versatile alternative to traditional thermos products, enabling consumers to store and maintain the warmth of soups, porridges, or other meals. This makes it an ideal choice for those seeking a compact, multi-functional container that fits seamlessly into their busy lives, from work to travel, and even outdoor adventures. By combining innovative

technology with thoughtful design, Tumbella Designs & Innovations is redefining the way people stay hydrated and nourished, offering a product that is as practical as it is stylish.

Location of the business

No.32, Persiaran Perdana, Persint 15 Putrajaya, Malaysia

Date of business commencement

1 January 2025

2.1 Objectives of Preparing Business Plan

The word "business" describes an enterprise or group of people involved in commerce, industry, or profession. The goal of a business is to plan the profitable production of goods and services. For-profit companies and non-profit groups that are advancing social causes or charity missions can both be considered businesses. Companies come in all shapes and sizes, from small, local businesses to multinational conglomerates. Individuals' efforts and activities to create and market goods and services for profit are also referred to as business.

I Clarity of vision

A clear and concentrated knowledge of a company's aims and objectives is referred to as clarity of vision. It guarantees that everyone involved, from workers to investors, is on board with the company's primary goals and objectives. For a tumbler company, this can entail developing a clear strategy for providing clients with premium, adaptable, and environmentally friendly drinkware options. A company that has an unclouded vision can successfully communicate its mission, spur innovation, and build a powerful brand identity that appeals to its target market.

II Strategic Planning

Strategic planning is a roadmap that helps a business navigate obstacles, take advantage of opportunities, and achieve growth. For a tumbler company, this could include strategies to expand product lines with innovative designs and features or target market segments, like eco-conscious consumers. Strategic