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BUSINESS PLAN  
BOMBORA CO.

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## 1.0 INTRODUCTION

### 1.1 Executive Summary

Soap is used every day for bathing and body cleaning. However, due to the demand of its cleaning efficiency, most soaps available in the market these days have a high content of chemical. Some of the chemicals aggravate the skin and might even be very harmful for the human body.

Bombora Co is a company that will provide the market with organic soap that contain only organic ingredients. To be compared with other soaps that have a high chemical content, our soap is safer to be used because it contains no chemical.

With organic soaps, the chances to avoid or at least reduce the skin problems caused by irritating chemical ingredients will increase. Aside from fighting against skin dryness, itchiness or any other skin related diseases, organic soaps are made to suit all skin types, especially the sensitive ones.

We manufacture the organic soap by ourselves and supply them to Watson and Guardian at the price of RM 23 per unit. There are 11 Watsons and 9 Guardian in Kota Kinabalu that is supplied by us. We commercialised our product so that people know the importance of choosing the best soap to be used since our skin are sensitive. Our company are striving to be the main producer of organic soap bars.

Bombora Co. will be operated under Partnership Agreement. The total needed capital of our company is RM 120, 000 in which each shareholder contribute RM 30, 000. The amount needed for loans is RM 146, 146.00. The capital will be used to pay our company needs especially in materials and also operations.

## 1.2 Purpose

This report is intended to outline the start-up of the business company known as Bombora Co. The business plan has several main purposes. One is to secure financing by being a worthwhile investment of time and resources to the investors. Secondly, the purpose of this business plan is to effectively define the business which involves who, what, where, when and how to operate the business. Other than that, it also functions to outline the goals of the company and the steps needed to reach them by mapping out the purpose, vision and means of operation. Last but not least, business plan also ensures us to stay grounded and on track by helping us maintain a long-range view as we make daily decisions and mapping out the growth of the company, as well as reminding us of all the important elements along the way.

## **3.0 MARKETING PLAN**

### **3.1 Profile of Product**

Chemically speaking, soap is made up of a salt and a fatty acid (McNaught and Wilkinson, 1997). Soaps are generally used for bathing and body cleaning by allowing insoluble particles, such as dirt to become soluble in water so they can be rinsed away. However, due to the demand of its cleaning efficiency, most soap available in the market these days has a high content of chemical. Some of the chemicals aggravate the skin and might even be very harmful for the human body. For instance, triclosan, dioxane, sodium laurel sulfate (SLS) and formaldehyde. Triclosan is a pesticide with antibacterial properties and also considered as the worst contributors to the growing problem of antibiotic resistance and can increase the likelihood of developing breast cancer. Dioxane is a synthetic derivative of coconut that is actually carcinogenic which is toxic to the brain, liver and kidneys. Just like dioxane, SLS is also carcinogenic and makes the skin more permeable to all the other chemicals which lead to skin irritation, organ toxicity and hormonal disruptions. Last but not least, formaldehyde weakens the immune system and can cause respiratory disorders and frequent headaches (Victoria, 2013).

Bombora Co. offers the market organic soaps in contradiction to soaps with a high chemical content. With organic soaps, the chances to avoid or reduce the skin problems caused by irritating chemical ingredients will increase. Aside of fighting against skin dryness, itchiness, stinginess or any other skin related diseases, organic soaps are made to suit all skin types, especially the sensitive type.