



اَوْنُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا
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BUSINESS PLAN REPORT:



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1.0 EXECUTIVE SUMMARY

Auraflame is a premium scented candle brand established to promote comfort, relaxation, and luxury through high-quality, handcrafted candles. Our product range features four signature scents like Rosa Flame, Sakura Bloom, Oud Night, and Lavender Dreams each designed to suit different moods and atmospheres. We prioritize the use of eco-friendly materials, elegant packaging, and sustainable practices to meet the needs of environmentally conscious and lifestyle-driven consumers.

Our business is supported by a structured administration plan, which includes clear roles and responsibilities for management, inventory control, and customer service to ensure smooth daily operations. Our marketing plan focuses on building strong brand awareness through social media, influencer collaborations, seasonal promotions, and participation in lifestyle markets or pop-up events. Operationally, we emphasize efficient production, quality control, and reliable distribution, supported by our use of safe equipment and transportation logistics to fulfil both bulk and retail orders. We maintain a flexible production schedule to meet market demand while ensuring consistency in product quality.

About financially, Auraflame is guided by a detailed budgeting strategy that includes capital expenditure planning for equipment and supplies, as well as revenue projections based on market trends and seasonal demand. Our pricing model ensures affordability while maintaining profit margins, and we reinvest a portion of earnings into brand growth and product development. With this integrated approach, we are confident in our ability to scale operations, increase customer loyalty, and establish Auraflame as a leading local brand in the home fragrance and wellness industry.