



اَوْنُوْ سَيِّقِيْ تِيْكَوْ لُوْ كِيْ مَبَارَا
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TEKNOLOGI
MARA

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Kampus Kuala Pilah

**FACULTY OF ACADEMY CONTEMPORARY ISLAMIC
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VELVRA COSMETIC

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EXECUTIVE SUMMARY

Velvra Cosmetics Enterprise is a sole proprietorship situated at No. 20, Jalan PJS 8/6, Bandar Sunway, 46150 Petaling Jaya, Selangor. The company focuses on reselling a wide range of local cosmetic items that are halal-certified and of high quality, such as foundation, mascara, lipsticks, and other makeup necessities. The company seeks to offer affordable and efficient cosmetic solutions designed for the needs of contemporary Malaysian women, particularly university students, young adults, and working professionals.

Velvra Cosmetics was established to connect local beauty brands with consumers looking for reliable, halal and budget friendly beauty items. Numerous local beauty brands create high quality products yet face challenges with visibility and distribution. Velvra acts as a dependable retail and online hub that connects these brands with the public via physical stores, TikTok live events, Shopee, Instagram, and Facebook sales.

The company functions with a clear framework that includes six essential management roles: General Manager, Administration Manager, Marketing Manager, Operations Manager, Financial Manager, and Sales Manager, along with four trained store personnel. The retail shop is situated in a two-level commercial structure in Bandar Sunway, offering excellent foot traffic, easy access, and necessary store amenities.

Our business strategy details essential elements such as management, promotion, operational processes, and financial strategy. Velvra's promotional strategy integrates digital ads, partnerships with influencers, and in-store offers to enhance visibility and gain dedicated clients. A projected sales total exceeding RM180,000 in Year 1 emphasizes significant market opportunity, particularly in a densely populated region close to universities such as Sunway University and Universiti Malaya (UM).

This business plan is designed to act as a guide to guarantee sustainable development, draw in prospective investors or partners and keep consistency with our short and long term goals ultimately establishing Velvra Cosmetics as one of the most reliable local cosmetic resellers in Malaysia.