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DIPLOMA IN HALAL MANAGEMENT
BUSINESS PLAN REPORT:**



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1.0 Executive Summary

Botanika Bubbles is a Nilai-based partnership that specializes in handmade, halal-certified soaps made from natural ingredients including olive oil, coconut oil, and most importantly, essential oils. The business began in April 2024, and responds to an increasing consumer demand for eco-friendly, chemical-free skincare products. Botanika Bubbles offers customizable variants that reflect the consumer's unique preferences like Lavender Bliss and Charcoal Detox in biodegradable packaging.

The business is firmly committed to sustainability and ethical production, and positively impacts health-conscious consumers, mainly urban and suburban dwellers by distributing its goods through online platforms like Shopee or Instagram and brick-and-mortar local retailers.

The business is able to successfully address a clearly defined market gap increasingly rapidly, making it appealing to consumers looking for reasonable alternatives to synthetic skincare products. The business also diverges from similar colognes across Malaysia, allowing for affordable pricing (as low as RM12 per bar), smaller batches for quality assurance, and halal compliance for Muslims, who make up a significant demographic of consumers in Malaysia.

On the financial side, the outlook is encouraging as sales are projected at RM4.77 million, garnering a net profit of around RM926K in Year 1, and increasing sales to around RM7.16 million in Year 3. The overall startup needs RM2.18 million in initial funding, which must factor in expenses like land and equipment, operational costs, and overhead. The startup's total capital needs will be financed through owner equity, short-term loans, and hire-purchase agreements, with the owner's equity funded and supplied by the owner.

Botanika Bubbles operation is focused on efficiency, scalability, and maintaining a high quality product through cold-process production method. Certifications such as NPRA and halal (JAKIM) will establish credibility for the company. Having a team of 10 with production and marketing staff to operate efficiently is key to succeeding in a growing natural skincare market. The strategic goals are to acquire a 30% share of Malaysia's organic soap market within three years, add products yearly, and receive halal certification within six months of launch.

Botanika Bubbles business has a clear value proposition and profitability along with an attitude of sustainability and socially responsible business in Malaysia's fast growing entrepreneurial natural skincare market. Botanika Bubbles also merges acceptable ethical business conduct with savvy business skills to provide a realistic entrepreneurial venture that is scalable and sustainable for the long term.

2.0 Introduction

2.1 Business Background

Botanika Bubbles is a partnership business registered with the Companies Commission of Malaysia (SSM) specializing in by handmade, raw, and eco-friendly soaps. Founded on April 4, 2024, the company operates at 122, Jalan Indah 23, Taman Desa Indah, 71800 Nilai, Negeri Sembilan, with an emphasis on halal-certified products which are healthy for the skin-consciences and do not contain harmful chemicals. The business has 1 active CEO to manage the operations on a daily basis, while 3 silent partners provide capital and direction towards the company's operations and marketing strategy towards the future.

Currently, Botanika Bubbles only has one soap variant, but plans to introduce interchangeable products such as Lavender Bliss, Charcoal Detox, and Oatmeal Soother for the health- and eco- connoisseur audience. Botanika Bubbles practices sustainability by making their products in small batches to ensure quality, and packaging them in biodegradable units. The eco-friendly brand hopes to grow their direct-to-consumers through online presence and local directory markets, becoming a trusted name in Malaysia's organic skincare space.

Legally, Botanika Bubbles adheres to all relevant regulations, including halal certification, cosmetic safety standards under the Ministry of Health, and environmental guidelines for sustainable packaging.

The inspiration for Botanika Bubbles stemmed from recognizing a growing demand for natural skincare solutions that prioritize health, sustainability, and affordability. Many consumers face skin irritations from commercial soaps laden with synthetic additives, while others seek eco-conscious alternatives to reduce plastic waste. Botanika Bubbles addresses these needs by offering chemical-free, biodegradable soaps that cater to sensitive skin and environmental values.

Additionally, the founders were motivated by the desire to promote local craftsmanship and Malaysia's biodiversity through plant-based ingredients. By starting small with a focus on quality and scalability, the business aims to fill a niche in the organic skincare market while supporting sustainable consumption.