



اَوْنُوْ سِيْتِيْ تِيْ كُوْلُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SWEET AND SNAZZY**

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## 1.0 EXECUTIVE SUMMARY

Sweet & Snazzy is the combination of the five partners into one company. The name of company are being choose regarding to theme of products that sell in this company. It's are suitable with the concept of the company that are simple but attracted. The products that sell by Sweet & Snazzy is food which is heavy dishes and snacks, clothes and lanyard.

The target market for our company is student and also outsider which is all around of world and easily to attract with the new product in the market. Our product are suitable with the customer's age, gender and also income in making decision to purchasing our products.

Our products have a more competitive advantages in selling the affordable, trending and comfortable products in the market place. We also have the competitors that selling the similar product but in different price and quality than our products.

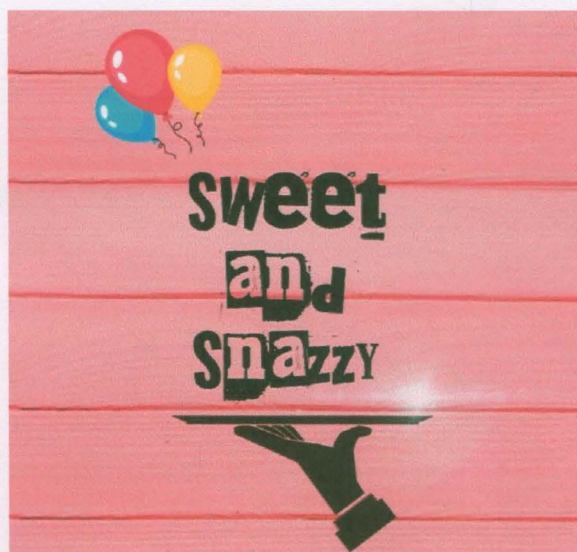
Sweet & Snazzy are easily aware by the customers even though our company are new entrance. Because of this situation, our company's profitability are increase from time to time with our new innovation in increase our product's quality. The profitability can be measurer with the demand that get from customer either with the direct order or pre-order.

The management team of the Sweet & Snazzy are consists of general manager, operation manager, administrative manager, marketing manager and financial manager. The general manager is Nur Hidayah binti Mustafa, operation manager is Nur Azianna Jaivi, administrative manager is Yeremia anak Nyalo, marketing manager is Prescilia Supang Lian and financial manager is Wendy Connielia Chin Robert.

## 2.0 COMPANY PROFILE

Sweet & Snazzy Sdn. Bhd. Is a bumiputera owned company that are collaborate all of partnership's product where is generally type that include foods, clothing and accessories. This company founded by Nur Hidayah Mustafa, Prescilia Supang Lian, Nur Azianna Jaivi, Wendy Conneilia Chin Robert and Yeremia Nyalo. With its first year of the various products, on May 2018, Sweet & Snazzy has been registered with SSM and DBKK to market theirs owns name of drop shipped in Sabah.

Along with the rapidity of information technology and social media, Sweet & Snazzy fully utilized technology in building a network of distributors and stockists mostly housewives and students. With the long-term plan set, Sweet & Snazzy will appear as one of the local company that will penetrate the overseas market and thus position Malaysia in its own right.



The company name are made after we decided the concept of our company. Sweet & Snazzy will be our company name because its suitable with our concept which is excitement and trendy. The unique name can attract customers to know and aware about company and also our products in the market place.

### 3.0 ENVIRONMENTAL ANALYSIS

Sweet & Snazzy is to fulfil the needs and wants of customers in providing the cheapest and quality products in Malaysia.

Sweet & Snazzy offer products consists of food, clothes and accessories. The uniqueness of the products is the innovation of the taste, style and packaging of the products. This innovation can give the new perception of taste that can give more excitement for the customers. The innovation that made can increase the demand from the customers regarding the last period of demanding before the innovation have been made.

#### 3.1 Description of the Industry

Sweet & Snazzy are in the drop shipper industry. Operating in perfect competition since there are a lot of number of firms that offer the same concept of the company. The market size for Sweet & Snazzy based on the sales of the our drop ship agent for Kota Kinabalu is less than 10% but will increasing from time to time since the products gain more awareness from the customers.

The major factor that affecting Sweet & Snazzy is product growth as a drop ship agent for now, is the marketing communication constraints due to the lack of technology advancement in some area. We do our marketing communication by online engagement and still in progress to reached a lot of customers. The competitive environment for Sweet & Snazzy product is moderate since the products still manage to get the market share in the main of market place in Sabah.