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EXECUTIVE SUMMARY

Standing on its own at the ground floor of One Borneo Shopping Mall, Velora Wrap runs as a scent shop built around lower-priced fragrances paired with tailored wrapping options. Focused first on people around Sepanggar, it opens its doors just as wide to others who want solid scents without spending too much. What you get here comes neatly presented, never flashy but always clean in look. Exposure builds fast when people pass by daily, giving sales steady room to grow. A single bottle of scent comes first with light on price, heavy on appeal, built for learners and those watching their spending. Priced at RM28, it stands firm without cutting corners on smell or staying power. Then there's the upgrade which RM45 buys: a package with wrap, a ribbon, a box that runs liquid into something worth handing over with both hands. One answers the need for everyday wear, the other fills moments that ask for more than just aroma. Together, they stretch what one small brand can do not by shouting, but by fitting neatly where others leave gaps. Starting each day, Velora Wrap follows a set routine where everyone knows their duties and how things should run. Because of this setup, tasks move without delays, handoffs happen smoothly, people stay on track. Mistakes drop when stock is tracked carefully, responses are predictable, messages travel fast across teams. Team members work better together simply by knowing what comes next, who does what, what feedback flows back. Students from UiTM make up most of Velora Wrap's crowd, drowned by low prices on scents and presents. Yet shoppers just passing through also stop by such office workers, tourists, anyone needing a neatly boxed item without hassle. Found inside One Borneo Mall, the stall pulls in people from all around, not only those linked to college life. Starting strong, Velora Wrap builds trust by making every purchase feel personal. A warm welcome at checkout sets the mood instead of flashy ads. Orders move quickly through the system thanks to the smooth behind the scenes work. Bright, clean boxes arrive looking like gifts, not just goods. Happy buyers tend to return. Money stays steady because prices stay fair but smart. Selling more bottles at lower rates brings in consistent income. Fancy wrapping which makes extra room for profit. Finding its place inside One Borneo Shopping Mall, Velora Wrap runs on smart planning, offering low-cost scents paired with imaginative wrapping options. A solid management setup backs it up, along with careful site choice and attention to who buys there. Because of these things, smooth daily operations happen without fuss. Shoppers tend to leave satisfied, slowly shaping how people see the name. Growth feels possible, even outside the mall walls.

2.0 ADMINISTRATION PLAN

2.1 BUSINESS MISSION, VISION & OBJECTIVES

- **MISSION**

- i) To maintain the quality of materials used in the production of perfumes.
- ii) To continuously improve and address any weaknesses in the products produced.
- iii) To ensure that every product is carefully inspected to guarantee quality.

- **VISION**

To become a leading pioneer in exclusive and premium fragrance and personal grooming products with high quality and competitive pricing throughout Malaysia and Southeast Asia.

- **OBJECTIVES**

- i) To expand market reach and brand recognition
- ii) To build strong customer trust and loyalty
- iii) To continuously improve product formulation

2.2 BUSINESS LOGO & DESCRIPTION



The Velora Wrap logo was designed to reflect the essence of surprise gifting, love, and emotional connection. Every element in the logo carries a symbolic meaning that aligns with our brand's values. The overlapping heart design at the center signifies love, care, and emotional bonding. The intertwining lines represent the connection between the giver and the receiver, emphasizing that each surprise gift is not just an item, but an expression of heartfelt