



Spongy Book LuBook Sdn. Bhd.

BLUEPRINT

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IN THE NAME OF ALLAH, THE MOST GRACIOUS AND THE MOST MERCIFUL

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EXECUTIVE SUMMARY

Books are commonly made of papers. There are disadvantages that most avid readers have expressed on the paper book. The book materials are easily get damaged by external factors. The book content also usually visualize by words and drawn pictures which is too mainstream. This assessment purpose is to introduce a product that can improvise the paper book materials and the way it can be read.

Therefore, LuBook Sdn. Bhd. offers educational products for customers, providing innovative story books that gives high satisfaction of users. Young children aged between 3 and 8 love to read for exploring new things. They also love storytelling sessions that can boost their creativity. Despite, parents nowadays are busy with their carrier till do not have much time to self-educate at home. Thus, with the advent of technology and the use of safe materials, parents can breathe a sigh of relief as they don't have to worry to let their children learn on their own.

Across Selangor and Kuala Lumpur particularly the LuBook Sdn. Bhd. business has seen an explosion of growth over the year. Kuala Lumpur is well known as a high income area, with strategic marketing plans as well as the right target customer, causing demand of product rise over the year. In the past New Product Development report, a survey has been carried out on the product. From there, the product improved according to the user's expectation in line with the product objective.

Business plan is necessary to all entrepreneurs. It is prepared to group of people which are owners itself, bankers, suppliers, customer and employees. We are totally hoping that this company will run smoothly along its operation, just like what we expected. This company will become well known and able to retail its product in worldwide.

1. OVERVIEW OF THE INDUSTRY AND COMPANY

Company's Logo



Figure 1: Company Logo

Name of business

Our company's name is LuBook Sdn. Bhd. This name comes from Malay language which means 'source of sustenance'. With the unique name of our shop, we hope people will always remember us and our rare product.

Nature of business

Our main activity is producing education product like story book that help children's way of learning to improve their reading abilities, expand their learning of vocabulary and be able to read by themselves with assistance of Augmented Reality (AR) software.

Name of partners

This business is founded by four partners. They are Ms Nur Munira Sharmimi Bt Zabha as General Manager /Administrative Manager, Ms Nur Afiqah Bt Zulraimi Marketing Manager, Nur Amanina Bt Hilmi as Operational Manager and Farah Hanani Bt Mohd Ehwan as Financial Manager.