



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## BUSINESS PLAN GLOFIC.CO



## ENT530 PRINCIPLES OF ENTREPRENEURSHIP

PREPARED BY:

1. ANIQ EDWAN BIN AHMAD SHAUKI	2017184627
2. MUHAMMAD TAUFIQ BIN NOR AZMAN	2017591449
3. MUNIRAH BINTI MOHD ZAIN	2016329097
4. NUR IZATY SYAFIQAH BINTI IDRIS	2017125067
5. NUR KAMILAH HUSNA BINTI ABAS	2017554215

GROUP: BA242 3A

PREPARED FOR: SIR ZAIM BIN MOHD SALLEH

## TABLE OF CONTENTS

1.0	Executive Summary	1
2.0	Company Profile	2
3.0	Environmental Industry Analysis	3-4
4.0	Organization Plan	5-9
5.0	Operation Plan	
	5.1 Operational Process	10
	5.2 Process Flow Chart	11
	5.3 Production Planning	12
6.0	Marketing Plan	
	6.1 Customers	13
	6.2 Competitors	14
	6.3 Marketing Strategy	15-16
	6.4 Sales Forecast	17-20
7.0	Financial Plan	
	7.1 Start-up Cost	21
	7.2 Working Capital	22
	7.3 Sales Projection	22
8.0	Project Milestones	23
9.0	Conclusions	24
10.0	Appendices	
	10.1 Market Research Projections	25
	10.2 Source of Market Data	25
	10.3 Capital Equipment and Facility Requirements	25
	10.4 Marketing Tools	26

## 1.0 EXECUTIVE SUMMARY

Glofic.co is custom-made glove that offers excellent quality glove product that enrich and protect human lives, which means it is a custom-made glove that can protect the human health and safety as well. Glofic.co is a custom-made gloves that are specially made for police traffic. It is located at No.12 Lorong 3A/37C Seksyen 5 Wangsa Maju 53300 Kuala Lumpur.

In today's highly competitive environment, it is becoming increasingly difficult to differentiate the good type of gloves and the high quality of materials. Therefore, our company decided to create new gloves that give advantage to its user. The glove are high in quality and has a bigger difference than other custom-made glove business. Other than that, we have total of 8 workers that operates in this business including with General Manager, Operation Manager, Financial Manager, Marketing manager, Administration manager and 3 other workers.

The main strategy for the successful of Glofic.co would be cost leadership strategy. Besides, Glofic.co's glove was able to reduce thickness of glove without lower the quality of glove. Glofic.co organisation is aggressively expanding its business scope and on the lookout for merger and acquisition opportunities in similar and related industries. Further, the company expand their business through diversification into related business or diversification by acquisition of an existing business. Acquisition of the company in the same industry will improve the company strength in production, reaching customer, and operation.

Glofic.co is using best-cost strategy to compete in the market, which to produce consistently high quality gloves at an efficient low cost. Other than that, Glofic.co are new in the industry but our product give competitive competition to others competitors. Besides, this innovative product is one of our best selling products which able to compete with other glove maker. The founder of Glofic.co believe that if a company need to grow bigger it require to diversify. In the future, Glofic.co has the intention to expand their market to other related businesses.

## 2.0 COMPANY PROFILE

<b>Name of the business</b>	: GLOFIC.CO
<b>Business address</b>	: No. 12, Lorong 2A/27C Seksyen 5 Wangsa Maju 53300 Kuala Lumpur, Wilayah Persekutuan.
<b>Telephone number</b>	: 013-4141414
<b>Main activity</b>	: Selling custom-made gloves for police traffic/public safety workers.

### BUSINESS LOGO



This is our business logo which include our business name. We put lighting symbol is because our gloves is the first gloves that introduced the "Traffic Safety Glove" that offers police traffic the reflective glove that has LED light strips. The LED light activated and would give desired effect if it has contact with light. So the lighting symbol include all the reflective and light effects on our unique-innovative product. The gloves watermark is to represent our products which is "Traffic Safety Glove". We choose black background as it represent strength which we are confident our strength to conquer the market in future and widen our market share, seriousness which represent our team is serious to bring our product in the eye of the world, power and authority which we are here in the industry to help the authorities in carrying out their responsibilities with ease and effeciently. Black colour is also a prestigious and elegant color.

### 3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

Our glove is a simple accessory, but it gives full safety quality premium to its users. People nowadays tend to create new glove which only looks pretty on outside but no safety inside. We create custom-made glove with the advantage of lowering the thickness without affecting the quality of the glove. Glofic.co are the first company who introduced the "Traffic Safety Glove" which is unique and gives the police traffic (LED light strips in a reflective glove) for a one-two punch of visibility. The ideas of LED light strips had its developing material that would have the desired effect in combination with the lights.

With our LED light strips that fit inside of it, the material acts as a lens on a lighthouse to actually project the light out. Glofic.co uses a technique of Active Illumination Reflective technology to transform the glove. The coloured, semi-transparent material is made up of a series of tiny little panes. One's a window, one's a mirror. The ones that are windows let the light out, and mirrors reflect the light back. In addition, tiny lines on the "panes," situated one way on the "mirrors" and in a perpendicular version on the "windows," flatten out the light and create a prismatic effect.

On the palm of each glove is a red light strips made that holds two LED strips, and on the back of the hand are two green light strips that hold one LED strip each. The fingers on the back of the glove have additional green reflective/refractive material. Each removable LED light strip has a simple button. Pressing it changes the mode: rapid flash, slow flash, and steady-on. A fourth press on the button turns the LED strip off. The combination allows motorists to see the light up to at least one-quarter mile away, and the replaceable lithium batteries last for up to 35 hours.

With so many distracted drivers out there focusing on texting or GPS directions instead of the road, Glofic.co worries about drivers unintentionally moving toward a police car's blinding flashing lights "like a moth to a flame" and hitting a police officer in the dark. Not only do the gloves light up and reflect light, they provide visual cues not found on traditional gloves used for directing traffic. You put up the red stop sign, it says stop. If you turn your hand around it has green, and people understand it means go, even if they don't speak English. Glofic.co create this glove to reduce the risks of public safety workers and hopes that this glove will help the police officers to keep people safe.