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PEARLICIOUS HANDICRAFT

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## 1.1 EXECUTIVE SUMMARY

Our company, "PEARLIFICIOUS HANDICRAFT" is a business that deals in handmade based on pearl which concerned on the art of handmade crafts. It comes as a growth of demand by the increasing in art and handmade crafts. Even though the market of this product has already existed, but it still promises a better opportunity for us to invest because our product is different and modified to fulfill the satisfaction of our future customer.

The name of our company that we choose, which is "PEARLIFICIOUS HANDICRAFT" is simple and can be counted as direct to the point. It is easy to understand and remembered because the term that we use to define our shop is common and will not cause confusion for the people when they interpret it.

We can simply said that our product is different from other similar kind of business, because we have our own creative product for instant necklace, bracelet and watches which is mostly based on pearls which comes in salt water pearls and fresh water pearls. We also decided to add some ready mate crafts, which gives various choices for the customer to choose.

Why are we daring to take the risk to involve in this kind of business? It is because, we believe that every opportunity lies in what we cannot see at present, but can be predicted well in the future. One of the most important aspects that drive us to select this kind of business is because we realize the demand to live a healthy life with high living standard in this modern day, is more vital to everyone. When the demand increased, people will search for good foods as well as adorable.

For this reason, the business will be located at Lot 25, Ground Floor Blok D, Warisan square shopping centre, 88000 Kota Kinabalu Sabah due to the development of economics in that particular area. There are several reasons for why we choose Lot 25, Ground Floor Blok D, Warisan square shopping centre, 88000 Kota Kinabalu Sabah in our business operating. Of course if we are serious to be involved in any business fields, we will find the best and profitable area to set our business. We also believe that through the efforts that are contributed by every partner in this business, we will achieve our stated objective, mission and vision.

## 1.2 INTRODUCTION

Pearlicious Handicraft is a form of business partnership that is in the process of registration. It is planned to carry out a business that based on pearls in Kota Kinabalu, Sabah. As we know that Pearl is one of the attentions of the tourist in Sabah.

Our target customer is tourist from abroad and also the peninsular Malaysian tourist. This is because they like something different in Sabah. The unique things that bring them to our country are Pearl. Furthermore, we supply this pearl from our own Country pearl. This is because our Sabah pearl is an original and famous among the country in the world.

Our business is operating in Lot 25, Ground Floor Blok D, Warisan square shopping centre, 88000 Kota Kinabalu Sabah. We chose this location because it is strategic to the tourist to find us. Our business location also is easily to find in the map of Sabah.

These businesses have a potential to being expanded. The future prospect of our business is to increase second year sales by 5% and third year sales 8%. In viewing our business potential, we believe that Pearlicious Handicraft have a high potential in business since the government want to encourage business in production sector.