



اَوْنِبُوْ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا
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EXECUTIVE SUMMARY

THE COMPANY AND MANAGEMENT

The business itself is managed by the three sisters where the idea came out after a survey is made and the results was that this kind of product (necklace) is nowhere to be found yet in Malaysia. Most of the shop that sell the exact custom-made necklace are from outside of the country for instance Indonesia. Proudly said, they gave an inspiration to start the business here in Malaysia. Thus, it is such a great idea to take this opportunity to be the first group in selling this kind of necklace.

The top position in managing the business is me myself, Nabila Hidayah Binti Mohd Saidi, helped by another two siblings Nadia Hidayah Binti Mohd Saidi and Najihah Hidayah Binti Mohd Saidi. The task to shape a copper wire into a word is made by Nadia while marketing is managed by Nabila. All those masterpiece pictures and videos of our product that are posted online are captured and recorded by Najihah.

OUR SUPPLIERS

The supplier is a shop in Shopee apps that offers a wide range of copper wire and chains at a very reasonable price. However, it may be varied since it depends on the time frame the items can be received. The faster is better so that the business can deliver the products to customers without delay. In a simple word, the business in not only focussing on the same supplier to supply items needed.

OUR CUSTOMER SEGMENTS

The scope of targeted customers are teenagers, mainly among girl or women. This necklace attracted them as it is an accessory that is considered as a-must-have in collections. However, since this necklace can be a very meaningful gift, it may be the choice for boys or men who are looking for a special gift for their love ones.

START UP FINANCING REQUIREMENTS

The start up or capital used was RM50 to buy every item needed including the scouts to shape the copper wire, box organizer and the items for necklace itself. The profit that we gain is rotated to create a consistency in making an increase for the next profit or revenue.