



اَوْبُو تَيْكُو لُو كِي مَبَارَا  
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ENT 300**



**AROMA LILIN**

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## **EXECUTIVE SUMMARY**

Aroma Lilin is a business company that produce and offered a candle product. Not just an ordinary candle, it is a scented candle that comes at an affordable price with a good quality that have been produced by our own company. Aroma Lilin is one of a few leading companies that are focusing on the candle business in Malaysia, specifically in Selangor area. Basically, we produce a scented candles that comes in five different types of scent, colors and benefits. It can also be called as a 3 in 1 candle because our products can be used as an air freshener, stress reliever and insect repellent. We offered an affordable price with a good quality of product and our target customer are teenagers. We want to make sure that everyone can afford to purchase our product. As we are students too, we understand that some of the students is facing financial problem but at the same time, they wanted to overcome their stress during study with an aromatic environment.

The competitive advantage of our products is the benefits that we provide. Our product put more benefits, we gives our customers the privilege of choosing their choice of colours for the candle itself. Also, we have variety type of scents and aroma of the candle that the customer can choose. Also, our products contained essential oil instead of fragrance oil which bring more benefits with no harm.

Furthermore, on the company activity, it shows on how our business works along with all of the process of preparing customer order. It also included the analysis on the amount of the profit and losses that I gain while conducting this business. From the analysis it could show that we have gain more profit than losses. And we also learn to manage our money to increase more profit to the company along with increasing the numbers of products. Hence, helps improve our business skills as well. Also, we develop this business plan to ensure investment from fellow investors in order to grow our business endeavours. We lay out all possible long-term needs and qualities that are most important to the success of our business. We produce a product that can make our customers fall in love with the uniqueness. We believe that this business will improve on many aspects and there will be more demand of the products. By this, it will help the company gain more profits where then it can allow us to increase more the product's value and stability.

## **1.0 BUSINESS DESCRIPTIONS**

### **1.1 Name of The Company: Aroma Lilin**

Aroma Lilin stands for aroma candles in English. The reason why we choose our company's name in Malay language is because to let people know that it is originate from Malaysia. We produce five different scents of candles such as lavender, tea tree, lemongrass, rose and jasmine. Each scent comes with their own specialties and benefits. In addition, our business's name brings out the meaning of natural aromatic scent that will bring a lot of advantages to everyone. This is because we use essential oil for the scent. The benefits of using our candles are reduce stress, improve immune system and insect repellent. Furthermore, people nowadays are easily attracted with aesthetic name, especially teenager. Most of them are into aesthetic things. Thus, it will enhance the chance for our business to grow bigger and get known by many people. Therefore, these are the reasons why we choose Aroma Lilin as our name of the company.

### **1.2 Factors in Selecting the Proposed Business**

#### **1. Looking solution for current's issues.**

People nowadays are facing a problem such as stress, insomnia and anxiety. Scented candles are very suitable to solve those issues because every scent that we choose comes with its benefit such as calming of the nerves and a soothing of mild depression.

#### **2. Easy to produce.**

Scented candle only needs four ingredients to produce which is paraffin, beeswax, essential oil, and stearin. Those ingredients are easy to get and it is not complicated to make the candle.

#### **3. High demand.**

Scented candle is always everyone's preference. The demand for organic and scented world market scented candles is high in the past few years. This is because, the scent last long and softer compared to air freshener. It also comes with an aesthetic look for decoration.