

THE ROYALE ROSELLE ENTERPRISE



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EXECUTIVE SUMMARY

The Royale Roselle Company was established in March 2020 and as our company, we produce The Royale Roselle Tea and we came up with an idea to become a social business. For information, a plant that is renowned for its nutrients in the medicinal field of Malaysia, known as Roselle or its formal name Hibiscus Rosa sabdariffa L was originally produced for decoration only. The Royale Roselle will not stand out without our staff. As a social business, we plan to serve a single mother from Malacca Single Mother Association (MSMA) as our workers that mainly focus on product manufacturing department from starting point until finishing point.

The Royale Roselle Company sets a target market based on demographic, psychographics and geographics. These target market play an important role towards business because it enhances better in marketing performance results and have an ability to provide a better and right product to the consumers. We plan to launch our first The Royale Roselle Shop in Malacca because it is the place where all the fresh roselle will be plant and produce as for now our headquarter are operated in Kuala Lumpur. During this launching day, we target about 300 people will buy our product with affordable price and 50% discount for 2nd purchases of any product with a single receipt.


Our business plan consists of four plans which are Marketing Plan, Production Plan, Organization Plan and Financial Plan. We used media advertising and sales promotion to promote our product in the market. The operating plan is one of the most significant aspects to consider when starting a company. We must make certain that our company is able to meet and exceed the expectations of our clients. However, it is critical to guarantee that the company can provide the product that was envisioned in the marketing plan before proceeding with the project.

1. COMPANY PROFILE

1.1 Organization Background

Name of Organization	The Royale Roselle Enterprise
Business Address	The Royale Roselle Shop, Block 1, 1 Jalan Padang Temu, Melaka.
Website/e-mail address	www.theroyaleroselle.com
Telephone Number	+603-0000000
Form of Business	Partnership
Main Activities	Selling and Marketing Roselle in a form of tea
Date of Commencement	20 February 2020
Date of Registration	2 March 2020
Name of Bank	Public Bank Berhad
Bank Account Number	-

1.2 Organization Logo / Motto

Logo/Motto

<ul style="list-style-type: none">➤ Motto: The motto is written to express the way consumers could feel when they take a sip of the sweetness of our drink product.➤ Roselle: Roselle is the source of our product, which is rare to be seen in the market as a tea.➤ Tea bag: The tea bag in the logo is adopted to aim the people to recognize that our brand is selling tea

► **The royale roselle:** It is written in the logo so that people can easily acknowledge our brand and consumers can easily remember it.

Mission
To bring the consumers an exclusive and flavorful aroma taste of healthy drink experience.

Vision
We envision ourselves in a persistent commitment in order to serve and nourish the local communities in need through creating the greatest opportunity towards a better lifestyle.

2. ENVIRONMENTAL INDUSTRY ANALYSIS

As our company, we produce The Royale Roselle Tea and we came up with an idea to become a social business. For information, a plant that is renowned for its nutrients in the medicinal field of Malaysia, known as Roselle or its formal name Hibiscus Rosa sabdariffa L was originally produced for decoration only. But, if it merely makes it an ornamental tree, it appears that Roselle is more than sufficient to think that this tree is as lovely as the rose and can be used as a healthy drink.

Roselle is one of the most popular fruit and typically used as tea drinking water. This fruit is also highly nourishing for all ages, particularly in the healthcare sector and as a preventive of bacterial diseases affecting the human body. Now, in addition to growing economic resources, this crop has significant potential to grow into an industrial crop.

The Royale Roselle will not stand out without our staff. As a social business, we plan to serve a single mother from Malacca Single Mother Association (MSMA) as our workers that mainly focus on product manufacturing department from starting point until finishing point. Despite the economic situation, the rate of unemployment in Malaysia getting increased every year especially women. The unemployment rate in Malaysia was at approximately 4.55