

## CHAPTER 3: MARKETING PLAN

### 3.1 INTRODUCTION TO MARKETING

#### 3.1.1 Marketing Objectives

1. The total marketing activity needs to be planned and implemented in a systematic manner in order to achieve the business objectives.
2. To increase customers tendency to purchase the product or service offered.
3. To maintain and grow sales by promoting repeat sales.
4. To establish connections and engage with customers through social media platforms.

### 3.2 INTRODUCTION TO PRODUCT OR SERVICE

<i>i.</i>	<b><i>The proposed product/ service</i></b>	<b><i>: Air freshener and perfume</i></b>
<i>ii.</i>	<b><i>Brand</i></b>	<b><i>: The Scent Lab</i></b>
<i>iii.</i>	<b><i>Selling Price</i></b>	<b><i>: RM15.00</i></b>
<i>iv.</i>	<b><i>Product/ service features</i></b>	<b><i>: Small and eco-friendly</i></b>
<i>v.</i>	<b><i>Product/ service benefits</i></b>	<b><i>:</i></b> <b><i>- Provide a good-scented environment</i></b> <b><i>- Increase serenity</i></b>
<i>vi.</i>	<b><i>Product/ service uniqueness</i></b>	<b><i>: Using only natural ingredients</i></b>

- vii. **List of product or service (if appropriate)**



### 3.2.1 Market area and business location

The market area for this business focuses solely on Kota Damansara.

### 3.2.2 Collect information and data of customers

Living in a bustling town leads to stress as there are noise and air pollutions filling up the atmosphere. Hence, people who seek for a glimpse of calmness find soothing smell contributed positively. Escaping the hectic world with just the presence of a good-scented environment could reduce the stress they are facing almost daily.

### 3.2.3 Segmenting the market

Geographic	Focuses on people who live within 30km radius from the outlet.
Demographic	Both male and female whom are youth and adult having middle and high income.
Psychographic	Perfume enthusiasts and people who love a good-scented environment.

## 3.3 TARGET MARKET

The target market for this business is both male and female whom are youth and adult with middle and high income.

## 3.4 MARKET SIZE

Table 6: Market size

Market Segment	Population	Target Market (%)	Target Market
Youth	4,000	55	2,200
Adult	9,000	45	4,050

Market Segment	Target Market	Potential Purchase RM	Total Potential Purchase (monthly) RM
Youth	2,200	35/month	$35 \times 2,200 = 77,000$
Adult	4,050	70/month	$70 \times 4,050 = 283,500$ :
<b>TOTAL</b>			<b>*360,500</b>

Market size per year = RM 4,326,000 ( $360,500 \times 12$ )

### 3.5 COMPETITORS

#### 3.5.1 Analysis of Competitor

**Table 7: Competitor Strengths and Weaknesses**

Competitor	Strengths	Weaknesses
Competitor 1 Bath and Body Works	Has an annual revenue of about \$3.3 billion	Inefficient supply chain
Competitor 2 De'Xandra	High quality ingredients	Limited accessibility
Competitor 3 SugarBomb	Has 4 giant factories	An urban market phenomenon

### 3.5.2 Analysis of The Scent Lab Opportunities and Threats

**Table 8: Business Opportunities and Threats**

Opportunities	Threats
1. Explore possibilities in rural market	1. Difficulty convincing cost-conscious for customer to spend
2. Acceptance of the internet as a marketing and customer service medium	2. Growing cost of employee benefits, which contributes to increased product prices

## 3.6 MARKET SHARE

### 3.6.1 Market Share before entry of The Scent Lab

**Table 9: Market Share before entrance**

Competitors	Market Share (%)	Market Share/ yearly (RM)
Bath and Body Works	45	1,946,700
De'Xandra	30	1,297,800
SugarBomb	25	1,081,500
<b>Total</b>	<b>100</b>	<b>4,326,000</b>



## 3.6.2 Market Share after entry of The Scent Lab

**Table 10: Market Share after entrance**

Competitors	Market Share (%)	Loss of Market Share (%)	Market Share (%)	Market Share/ yearly (RM)
Bath and Body Works	45	2	43	1,860,180
De'Xandra	30	1	29	1,254,540
SugarBomb	25	2	23	994,980
The Scent Lab	-	-	5	216,300
<b>Total</b>	<b>100</b>	<b>5</b>	<b>100</b>	<b>4,326,000</b>





### 3.7 SALES FORECAST

Table 11: Sales Forecast for three consecutive years

SALES PROJECTION / FORECAST		
Year	Month	Sales Collection
	Month 1	2,700
	Month 2	3,600
	Month 3	5,475
	Month 4	6,450
	Month 5	8,625
	Month 6	9,525
	Month 7	11,100
	Month 8	12,675
	Month 9	13,650
	Month 10	15,000
	Month 11	52,500
	Month 12	75,000
2021	Total Year 1	216,300
2022	Total Year 2 (increase by 2%)	220,626
2023	Total Year 3 (increase by 3%)	222,244.78

**\* Note: Total Year 3 increase 3% ambil dari Year 1 or Year 2?**



### 3.8 MARKETING STRATEGY

#### 3.8.1 Product or service strategy

- ☐ a. The Scent Lab
- ☐ b. Quality
  - Design: Minimalist, simple
  - Packaging: Seal in a box
  - Ease of use: Easy and quick
  - Product differentiation, attractive to customer, product safety
- ☐ c. Labeling: Suitable places to be used, suggestions on how to use, HQ address, illustrations, volume, fragrance name

#### 3.8.2 Price strategy

*Competition based pricing*

Brand	Price (RM)
Bath and Body Works	22
De'Xandra	10
SugarBomb	10
The Scent Lab	15

### 3.8.3 Distribution strategy

1. Direct to customer: We retain our own products in stock and handle the product's sorting, packaging, and shipping when a customer makes a purchase. The products can be delivered without us needing to rely on outside parties. This offers us the ability to interact with customers directly and manage the fulfilment process as a whole. Moreover, it also puts us nearer to the customer, fostering ties and relationships and providing them with a firsthand understanding of who is purchasing our products and why.
2. Selling through retailers: This is the type of intermediaries that customers engage and are most familiar with. Retail establishments include stores, markets, online marketplaces, etc. Retailers can reach more audiences. They have a wider selection of products but buy fewer items than other intermediaries. Retail includes e-commerce sites like Shopee, Lazada, and others. Since the world nowadays are at the tip of our finger, majority of people prefer online shopping rather than the traditional way mainly due to time and energy consumption.

### 3.8.4 Promotion strategy

1. Advertising: Advertising of the brand was displayed in plethora of media such as the newspapers, television, radio and internet. This method had contributed in introducing the brand to new potential customers as well as encouraging and convincing current customers to continue purchasing our products.
2. Publicity: As social media plays a huge part in our daily life; it is undeniably a good initiative to take this advantage and use it as promoting platform. Influencers and artists have enormous number of followers. Thus, having them to promote and review our products will definitely lead to increasing sales.

### 3.9 MARKETING PERSONNEL

**Table 12: Position and number of personnel**

Position	Number Of Personnel
Promoter	2
Sales Assistance	2
<b>Total</b>	<b>4</b>

### 3.10 SCHEDULE OF TASKS AND RESPONSIBILITIES

**Table 13: Schedule of Tasks and Responsibilities**

Position	Tasks and Responsibilities
Promoter	i. Demonstrating and providing information on promoted products/services ii. Distribute product samples, brochures, flyers etc. to source new sales opportunities
Sales Assistant	i. Ensure high levels of customer satisfaction through excellent sales service ii. Recommend and display items that match customer needs iii. Maintain high standards for visual merchandising and store condition

### 3.11 SCHEDULE OF REMUNERATION

**Table 14: Schedule of Remuneration**

Position	No	Monthly salary (RM)	EPF Contribution (RM)	SOCSSO Contribution (RM)	Total (RM)
Promoter	2	1500	165	27.15	3,384.50
Sales Assistant	2	1500	165	27.15	3,384.50

### 3.12 LIST OF OFFICE FURNITURE AND FITTINGS

**Table 15: List of Office Furniture and Fittings**

Item	Quantity	Price per unit (RM)	Total Cost (RM)
Office furniture and fitting sets	4 units	2449.00	9796.00
Air conditioner	3 units	889.90	2669.70
Carpet	3 units	55.00	165.00
Whiteboard	1 unit	250.00	250.00
<b>TOTAL</b>			<b>12,880.70</b>

### 3.13 LIST OF OFFICE EQUIPMENT

**Table 16: List of Office Furniture and Fittings**

Item	Quantity	Price per unit (RM)	Total Cost (RM)
Personal computer	2 units	1930.00	3860.00
Laptop	2 units	2589.00	5178.00
Telephone	1 unit	100.00	100.00
<b>TOTAL</b>			<b>9,138.00</b>

## 3.14 MARKETING BUDGET

MARKETING BUDGET				
Particulars	Fixed Assets Expenses (RM)	Monthly Expenses (RM)	Other Expenses (RM)	Total (RM)
<b>Fixed Assets</b>				
Signboard	200.00			200.00
Motor Vehicle ( <i>type of m.vehicle</i> )	-			-
Office Furniture and fittings ( <i>refer table</i> )	12,880.70			12,880.70
Office Equipment ( <i>refer table</i> )	9,138.00			9,138.00
<b>Working Capital</b>				
Remuneration ( <i>refer table</i> )	6,769.00			6,769.00
Travelling expenses		-		-
Office supplies		-		-
Stationaries				
<b>Other Expenditure</b>				
			-	-
<b>Pre-Operations</b>				
Deposit (rent, utilities, etc.)			4500.00	4500.00
Business Registration & Licenses			100.00	100.00
Insurance & Road Tax for Motor Vehicle			-	-
Other Pre-Operations Expenditure			-	-
<b>Total</b>	<b>28,987.70</b>	<b>-</b>	<b>4600.00</b>	<b>33,587.70</b>

**\*Note: Adakah Office Furniture & Office Equipment ambil dari Chapter 2?**