

**Founder yang jelas ke mana mereka akan wujud in the next 10 years sahaja akan survive in 2025!**



**NO TAPI  
NO NANTI**

Company : \_\_\_\_\_  
Address : \_\_\_\_\_  
Founder : \_\_\_\_\_



**BUSINESS  
BLUEPRINT 2025**

Powered By  
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# STRAIGHT LINE



Oct 2025  
KOL's  
Partner  
Licensing

Sep 2025  
Recruit  
in-House  
Sales Team

Aug 2025  
Maximize  
Online  
Marketing

Jul 2025  
Playmaker  
Expansion  
Game Plan

Jun 2025  
Locality  
Consignment  
Offers

May 2025  
Strategic  
Stockist  
Recruitment

Apr 2025  
Secure  
Online  
Community

Mar 2025  
Powering  
Social  
Media

Feb 2025  
Team-Up  
Business  
Ecosystem

Jan 2025  
Signing  
12-Month  
Contract

Nov 2024  
Business  
Postmortem  
(Teamwork)

Dec 2024  
Design  
Business  
Blueprint



# REVENUE STREAMS



Revenue Goal : RM .....

Current Revenue : RM .....

Revenue Status : RM .....

**ACTIVE  
REVENUE**

**RECUR  
REVENUE**

RM ..... NOS  
..... PAX DAY .....

RM ..... NOS  
..... PAX DAY .....

RM ..... NOS  
..... PAX DAY .....

RM ..... NOS  
..... PAX DAY .....

**REPEAT  
REVENUE**

**PASSIVE  
REVENUE**

Things to be improved :

01. ....
02. ....
03. ....

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Advertising is the practice and techniques employed to bring attention to a product or service. Advertising aims to create a product or service in the spotlight in hopes of drawing it attention of consumers.

Advertising normally consumes a cost to works

DIGITAL ADS

Ads Type : .....	01.	Duration : .....
Budget : RM .....		Impact : RM .....

MEDIA ADS

Ads Type : .....	02.	Duration : .....
Budget : RM .....		Impact : RM .....

PRINTING ADS

Ads Type : .....	03.	Duration : .....
Budget : RM .....		Impact : RM .....

ADVERTISING  
POWER



NEXT PAGE







# ONLINE MARKETING



## TIKTOK

Content Numbers : .....  
Average Views : .....  
Follower Increment : .....



## YOUTUBE SHORT

Content Numbers : .....  
Average Views : .....  
Subscriber Increment : .....



## FACEBOOK PAGE

Content Numbers : .....  
Shares Content : .....  
Follower Increment : .....



## INSTAGRAM

Content Numbers : .....  
Average Views : .....  
Follower Increment : .....



## WHATSAPP GROUP

Content Numbers : .....  
Average Response : .....  
Immediate Seen : .....

Online marketing is leveraging web-based channels to spread a message about a product to its potential customers. A strategic target is implemented to align with set objectives and goals to attract a specific profession, and age at some locations with the same behavior.

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# OFFLINE MARKETING



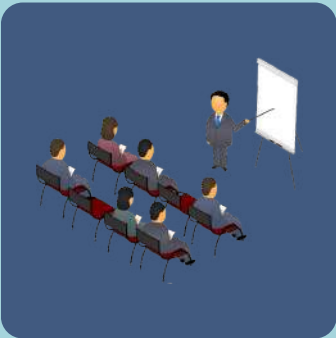
## BNI

Audience Joined : .....  
Audience Engaged : .....  
Follower Increment : .....



## SPEAKING

Audience Joined : .....  
Audience Engaged : .....  
Follower Increment : .....



## TRAINING

Audience Joined : .....  
Audience Engaged : .....  
Follower Increment : .....



## CONFERENCE

Audience Joined : .....  
Audience Engaged : .....  
Follower Increment : .....



## EVENTS

Audience Joined : .....  
Audience Engaged : .....  
Follower Increment : .....

Offline marketing is a relationship game. It requires an effort to make all eyes on you to create an opportunity for “personability”, which can build relationships via face-to-face interaction to make people feel and enjoy.

# BOMBASTIC TESTIMONY



A testimony is fortified by spiritual impressions that confirm the validity of the customer relationship among the staff, offers, environment and culture.

The powerful ones inspire others to recount an excitement and experience that converts into a brand publicly.

Celebrity

**NAME :**  
**PROFESSION :**

.....  
.....

Rating      ★★★★★



Professional

**NAME :**  
**PROFESSION :**

.....  
.....

Rating      ★★★★★



Politician

**NAME :**  
**PROFESSION :**

.....  
.....

Rating      ★★★★★



# BRANDING IMPACT



## TIKTOK LIVE

Numbers of Views : .....  
Numbers of Likes : .....  
Numbers of Gift : .....

Rating ★★★★★



## PHYSICAL EVENT

Invitation : .....  
Attendance : .....  
CTA Participation : .....

Rating ★★★★★



A brand is an identity that creates an emotional and psychological connection between customers and your company, product, or service. It is their collective perception and impression.

The impact makes your business memorable, encourages consumers to buy from you, supports your marketing and advertising, and brings your employees pride (Stay and grow with the company).

PERSONAL

PRODUCT

BUSINESS

.....

.....

.....

### WHAT KIND OF DEMAND HAS BEEN CREATED FROM?

- • • •
- • • •
- • • •
- • • •

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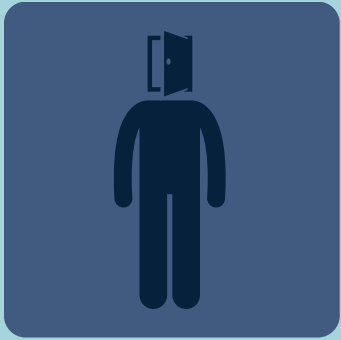


# STRATEGIC PEOPLE



## PARTNER

Intellectual : .....  
Leadership : .....  
Spiritual : .....



## PROVIDER

Network : .....  
Curiosity : .....  
Intellectual : .....



## PLAYMAKER

Physical : .....  
Desire : .....  
Skills : .....



## PLAYER

Experience : .....  
Empathy : .....  
Skills : .....



## PAYER

Intellectual : .....  
Emotional : .....  
Skills : .....



## PIONEER

A pioneer will be the producer if they not trust to leverage the workforce and gain more time freedom to expand the empire in order to create a million-dollar company.

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# OPERATIONAL AUTOMATION

Please design your end-to-end business operation with low-cost engagement.

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# CASH FLOW



## REVENUE : RM .....

Recur : .....  
Active : .....  
Repeat : .....  
Passive : .....



## CONTRIBUTION : RM .....

Zakat : .....  
Sadaqah : .....  
SST & Tax : .....



## CASH RESERVED : RM .....

Emergency: .....  
Capital : .....  
Growth : .....



## BUDGET RESERVED : RM .....

Overhead : .....  
Expenses : .....  
Bonus : .....



## RETURN OF INVEST : RM .....

Investor : .....  
Loan : .....  
Debt : .....



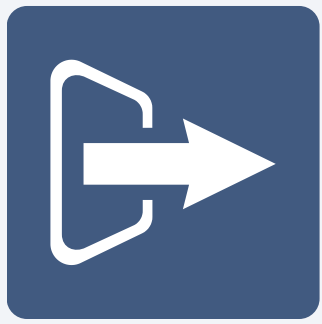
## PROFITS INVEST : RM .....

Registration: .....  
Gold : .....  
Property : .....

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# EXIT PLAN



“What gets audited, gets measured, gets improved”

01. ASSETS  
Value : .....

02. LIABILITIES  
Value : .....

02. TALENT  
Chef : .....

04. AFFILIATE  
Agent : .....

05. SUBLET  
Unit : .....

06. REAL ESTATE  
Acre : .....

07. INTEL. PROPERTY  
Value : .....

08. PATTERN  
Recipe : .....

09. GOLD BAR  
Gram : .....

10. GB GOLD  
Gram : .....

11. POWER TEAM  
Company : .....

12. CONTACT SPHERE  
Company : .....

13. MARKET CONQUEST  
Radius : .....

14. COMPETITOR RANK  
Rank : .....

15. B2C DATA  
Client: .....

16. B2G DATA  
Client: .....

17. TIKTOK  
Follower : .....

18. INSTAGRAM  
Follower : .....

19. YOUTUBE  
Subscriber: .....

20. FACEBOOK  
Follower : .....





REVENUE STREAMS

.....  
.....

ADVERTISING POWER

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ONLINE MARKETING

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OFFLINE MARKETING

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TESTIMONIALS

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BRANDING IMPACT

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STRATEGIC PEOPLE

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OPERATIONAL

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CASH FLOWS

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EXIT PLAN

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OVERALL

Leadership : .....  
Culture : .....  
Networth : .....

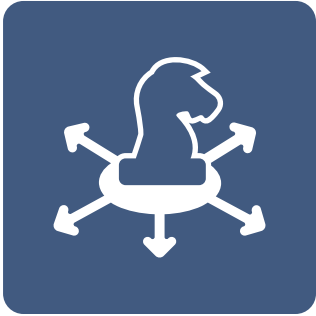
Rating



OUTCOME  
OVERVIEW



# NEXT MOVES



Kindly highlight your Power of Focus for next month

01. ....

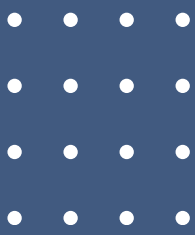
02. ....

03. ....



## POWER OF FOCUS

- Team Expansion ●
- Team Recognition ●
- Team Development ●
- Brand Collaboration : Power Team ●
- Brand Expansion : Contact Sphere ●
- Contest : Pastry Content Creation ●
- Contest : Instagrammy & TikTok Content ●
- B2G Campaign : Staff Voucher ●
- B2C Campaign : Free Glace for kids ●
- B2C Campaign : Free Flower for special day ●



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# VISION MISSION

Recall the empire’s vision and mission to have the C’s Power in business, Clarity and Certainty.

The understanding of business’s clarity and certainty is applied to all team members to empower the vision forward.

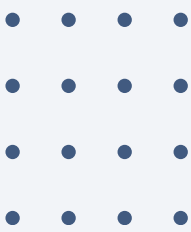


## VISION

## MISSION

## TAGLINE

## CORE VALUE



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