

UNIVERSITI TEKNOLOGI MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

TAILORING SERVICES

PREPARED BY

HOLYSTEVE HENRY	2013666888
JAILANI MASULIN	2013276492
WAFI WAHEEDAH	2013428118
ADIBA SAMSUDDIN	2013818748
SITI AIDAH WAHANIN	2013684382

23 MARCH 2015

Holysteve Henry,
Peti Surat 345,
89308 Ranau,
Sabah.

Mdm. DayangHaryani Diana Binti Ag. Damit,
University of Technology Mara,
Sabah Campus,
Locked Beg 71,
88997 Kota Kinabalu,
Sabah.

HAKMILIK
Perpustakaan
Universiti Teknologi MARA (UiTM) Caw. Sabah
Beg Berkunci 71,
88997 Kota Kinabalu, Sabah

Madam,

SENDING THE ENT300 BUSINESS PLAN DEC 2014-APR 2015

Referring to the matter above, we are the partnership of the Kawaii's Tailor & Co gladly present our business plan for Dec 2014-Apr 2015 session.

2. We agree to choose this business plan because this industry has the potential to develop in the future and the demand for these services increases every year which means the opportunity to success in this field are higher.

3. Therefore, we would like to submit this business plan, which included the information that related with the administration plan, operational plan, marketing plan and financial plan with the related information.

4. Lastly, wewould like to give our acknowledgement to you for your present and future and support our business plan. Thank you.

You're sincerely,

.....
(HOLYSTEVE HENRY)

General Manager.

ACKNOWLEDGEMENT

First and foremost, we would like to thank the Almighty for his blessing for us to complete the business plan. We would also like to express our gratitude to our friends who have helps us a lot whether direct or indirect in order to finish the business plan. Special thanks to our parents who have always encouraged and supporting us in financial terms.

We would also like to show our deepest appreciation to our Fundamental of Entrepreneurship lecturer Madam DayangHaryani Diana for giving us a good guideline throughout numerous consultations for us to complete the business plan because madam had given a lot of idea and information for us to finish our business plan.

Lasty, we would like to thanks to our entire classmate, who give support in this project, and to people which involve direct and indirect during finished this business plan project.

Thank you for your cooperation.

TABLE OF CONTENT

PARTICULARS	PAGE
Submission Letter	1
Acknowledgement	2
Company Logo	7 – 8
Executive summary	9
Background of Business Plan	10
Business Plan Purpose	11
Business Background	12
Partnership Background	13 – 17
Partnership Agreement	18 – 21
Marketing Plan	22
Introduction	23
Production description and product list	24
Marketing objectives	25
Target Market	25
Market Segmentation	27 – 28
Market size	29 – 34
Sales forecast	35 – 37
Marketing Strategies	38 – 39
Future planning	40

1.3 EXECUTIVE SUMMARY

The name of our company is Kawaii Tailor and Co. Kawaii Tailor and Co is a business that provides sewing services. For example, wedding dress, formal clothes, and so on. Our business location is located in lot 24, 1st floor, 1 Borneo Hypermall, Kota Kinabalu, Sabah. Our business commencement was on 1 January 2015.

We named our company as Kawaii Tailor and Co by agreement between the partners. We choose the word "Kawaii" because it means as the quality of lovable in the context of Japanese Culture. It has become a prominent aspect of Japanese popular culture, entertainment, clothing, food, toys, personal appearance, behavior, and mannerisms. Hence, we combined the word Kawaii with tailor to make our customer understand that our services will produce a lovable clothes for them.

We choose this business because we can see there is a lot of opportunity in this field. Clothes are an everyday needs. This means that the demands for clothes will increase every day. Hence, our company will continuously provide our services to fulfill the needs of our customers.