



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

D'SCOTT TAILOR COMPANY

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and system. A pair of jeans with the right jacket is suitable for a casual office dinner and we can ensure that type of outfit will be problem.

Even though we can find a market that is needed by people with different age, but we are more focus in attracting the interest of teenagers, mostly teenagers. This is because teenagers nowadays are filled with the richness of ideas and interest when it comes to style and fashion of clothing. Their wants and needs in style are expanding and we are here to show those teenagers that we at D'Sosa, can make their wants and needs come to reality. But in the same time, we also want other people with different age to be able to come to our company in order to satisfy their desires in clothing.

1.0 EXECUTIVE SUMMARY

D'Scott

As it is shown on the image above, D'Scott is the name of the company that we have chosen. It is a tailor that offers service to the people's taste in clothing. This company started when 5 individuals share a common interest, which is clothing. After having a vision that relates to fashion nowadays, those 5 people have decided to create their own tailor company with their own style and flavour into their clothing. Unlike any other tailor that fixes your torn up jeans or shirt, D'Scott provides a service where we will custom make your own outfit based on your needs & expectation on the criteria that you desire. Most of the people nowadays seek originality in the style of one's clothing. Some people do not want trendy fashions like what we usually see in the city. They have their own style that they have in mind. We, D'Scott, are here to fulfil those people's desire. By customizing their own outfit with the finest cloth in the city.

Certain events require formal attire and some also informal. Events such as wedding reception, company dinner, prom night in high school requires different outfit based on the theme of the event. Our company can create all sorts of outfit that is required based on the theme. For example, a well-made tuxedo is suitable for a formal attire dinner. It is elegant and stylish. A pair of jeans with the right jacket is suitable for a casual attire dinner and we can create that type of outfit with no problem.

Even though we can make outfit that is needed by people with different age, but we are more focus in attracting the interest of youngsters, mainly teenagers. This is because teenagers nowadays are filled with the richness of ideas and interest when it comes to style and fashion of clothing. Their wants and needs in style are never-ending and we are here to show those teenagers that we at D'Scott, can make their wants and needs come to reality. But at the same time, we also want other people with their own age to be able to come to our company in order to satisfy their desires in clothing.

1.2 BUSINESS PLAN PURPOSE

- Purpose of the company

When it comes to style and fashion in outfits, the people's desires are very needy and they will be very picky with their desires. Some even have no idea how or what to wear when it comes to certain occasions. We are here to fulfil the people's desire in their taste in fashion. We can also assist those who are in need of help with their outfits. Especially to those who have no interest in fashion. The outfits we wear are relevant as they resemble who we are because the first impression is always important. Formal events are not the only thing that we need to look good at. For example, going for an interview. We need to look good during an interview as it may impress the employer. So without a doubt, fashion is much important in our daily lives. We can say that the purpose of our company is to fulfil the desires of the people in their taste in fashion and to bring their desires to reality.

- Vision of the company

Compared to any other companies, our company have its own vision as well. Our long term goal is to be on the same level as the prestigious brands in the world. Companies such as Prada, Louis Vuitton, Marc Jacobs and much more. Those kind of companies have become our icon to be better and achieve higher for our goal. We also want to be one of the leading brands in the fashion world. No company can start from zero and automatically become successful in a blink of an eye. We will start from scratch and work hard to be just like the other successful companies in terms of fashion and to achieve our vision.

- Mission of the company

Fashion has always been an important part in a society. It may not be important as the basic needs of human, but to some people it is quite important. Our company's mission is to conquer and win over the competition that we have on our area and to meet the customers' expectation by giving good quality of our product and services that we provide. We believe that there are several companies that are involved in the tailoring business but we are confident enough that we will dominate the market in that area as we provide services that the other companies do not offer. In addition, the customers' satisfaction is our main priority and we will do our best to satisfy our customers.

Secondly, we have a Chief Financial Officer who is responsible for the company's financials both inside and outside of the company. Wholly, such as the company's budget, salaries, cost and profits. Third, there is the Chief Executive Officer, which is the company's Operational Manager. It is in charge of every matter that involves the operation that occurs in the company. He will be the one that supervises the employees that work in the company, and the position of their employees. Fourth, we have a Chief Marketing Officer which happens to be the Marketing Manager of DS. He is responsible for the product or service that the company produces and finding the right audience to do business with our company. Lastly, we have Maria Zarillo as our Human Resources Manager. When it comes to matters of hiring employees or managing the employees to have a more efficient and effective performance, he is responsible for it.

The various fashion products are made such as clothing in shirts, pants, jackets and much more. They are made with the finest cloth in the city and we manage to find the right customer that supplies us with these cloth. We are more focused in making shirts that are demanded to be made custom. We are also focused in providing services every time until it is a short period of time in order to impress our customers. We are a service based company that provides service to our customers pertaining to their clothing. We do not make any deliveries for our customers as we only produce them as demanded.