



اُونِيُوَرَسِيَّتِي تِيَكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITY TECHNOLOGY MARA NEGERI SEMBILAN, KUALA PILAH CAMPUS
FACULTY OF APPLIED SCIENCES (DIPLOMA IN MICROBIOLOGY)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN REPORT



Business Plan Title: Boutique HAN's Handsock

PREPARED BY:

NO	NAME	STUDENT ID
1	HUSNA IZZATI BINTI SABARUDIN	2022468878
2	NURIN NADIAH BINTI RAHIM	2022482244
3	NURUL ASYIQIN BINTI MAZIHAN	2022825838

PREPARED FOR:

MISS NUR EZLEEN BATRISYAH BINTI ABD AZIZ

Table Of Content

1.0 Executive Summary.....	6
2.0 Introduction.....	7
2.1 Objectives of preparing business	8
3.0 Business Background.....	11
4.0 Partner Background	12
5.0 Administration Plan	15
5.1 About Us	15
5.1.1 Vision.....	19
5.1.2 Mision	19
5.1.3 Objective Goals	19
5.2 Organization Charts.....	20
5.3 Admin Personnel.....	20
5.4 Task and Responsibilities	21
6.0 Marketing plan	23
6.1 Product description.....	23
6.1.1 Product Concept.....	24
6.1.2 Special Characteristic.....	25
6.1.3 Promotional Sales Increment.....	25
6.2 Market rise and reported	26
6.2.1 Market Segment	26
6.2.2 Product re-purchasement by customers	27
6.2.3 Market Size	28
6.2.4 Market share.....	29
6.2.5 Sales forecast.....	30
7.0 Operational plan.....	31
7.1 Process planning	31
7.2 Operation layout	33
7.3 Production Planning	35
7.4 Material Planning.....	35

1.0 Executive Summary

HAN's handsock boutique is a partnership business in Bangi, Selangor, specialize in fashionable Muslimah fashion with particularly HAN's handsock focus on high quality semi-waterproof material, non-iron fabric and innovative built-in buttons with various of trending designs and colours. To enhance the accessibility, HAN's Handsock offers J&T delivery services through our online website, HAN's handsock provide discounted delivery at the cheapest rate.

Our target market includes Muslim women, medical workers, outdoor workers, fashion enthusiasts who appreciate stylish and limited design trendy handsock design. Customer satisfaction is our motivation. We implement a loyalty program for offline customer, offering exclusive card to repeat customer. Furthermore, for online customers, will receive personalized thank-you card with a feedback request via QR code and attractive packaging. This approach allows us to gather the valuable information to make continuous improvement in our product quality and design.

HAN's handsock is committed to delivering high quality, inclusivity and stylish products that empower customers to feel confident and comfortable in their everyday lives. The team managing as marketing plan, operational plan, financial play crucial role for HAN's Handsock company to achieve the mission and vision as successful business. From the business plan, the expected sales forecast for year 1, 2 and 3 will be RM 293 990, RM 338 088.5 and RM 405 706.2 respectively. Moreover, we start with start up cost is RM 11,154 at 2021 where our business first started. Next, for projected profit, we anticipate a profit of RM 93,420 in the first year of our business. Last but not least, we need to sell 747 units in revenue to break even. This ensures we cover all costs, including fixed expenses like salaries, rent, and utilities.

2.0 Introduction

Name of business	Boutique HAN's Handsock
Scope of business	<ol style="list-style-type: none">1. We get fabric from the best quality.2. We sew selected fabrics from supplier.3. We hire workers to make latest design for our boutique.4. We hire models and influencers to promote products for every product launching.
Location of business	Bangi, Selangor
Date of business	24 Januari 2021
Future of possibilities	<ol style="list-style-type: none">1) We want to open up a new branch in Seremban in next five years. We started with sales of handsocks to development of other products, such as abaya, inner necks, and hijabs.2) We want to achieve our customer's demand in higher level.

2.1 Objectives of preparing business

I) Clarity of vision

Vision: To be the leading source of high-quality, attractive, and functional handsocks in the modest fashion sector.

Mission: To empower clients with high-quality items that combine elegance, comfort, and modesty. Core values include high-quality craftsmanship, client focus, and modest fashion innovation.

II) Strategic planning

- Identify the target market, such as Muslim ladies who prefer modest fashion to cover their hand.
- Plan to release periodic collections of handsocks to meet changing fashion trends and needs.
- Form partnerships with modest fashion influencers and stores.

III) Resource Allocation

- Invest in high-quality materials and experienced personnel to assure product excellence.
- Set aside funding for marketing initiatives, such as social media campaigns and partnerships.
- Dedicate resources for customer service to build loyalty and respond to criticism

IV) Financial Management

- Create a pricing plan that blends affordability and profitability.
- Create monthly and annual financial estimates that include sales, expenses, and profit margins.
- Consider supporting future expansion, such as developing an e-commerce site or increasing product ranges.