



اُنِيْوَرْسِيْتي تِيْكْنُوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**



**BUSINESS PLAN FOR SABBY'S LUXURIOUS BAG COMPANY**

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**SUBMISSION DATE:**

24 JANUARY 2025

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## **1.0 EXECUTIVE SUMMARY**

Sabby's & Co, a top provider in the fashion business, delivers creative and high-quality items targeted at meeting consumer demands while maintaining sustainability and affordability. Sabby's & Co headquarters and production facilities are conveniently located at Level 10, Tower B, Golden Luxe Plaza, 123 Jalan Sultan Ismail, 50250 Kuala Lumpur, Malaysia, allowing Sabby's & Co to efficiently serve important markets and grow Sabby's & Co reach.

The brand provides a wide variety of handbags, from roomy totes to sophisticated clutches, guaranteeing the ideal harmony between practicality and style. The LuxeCharge Collection, one of its major product lines, combines contemporary features like integrated USB charging ports, RFID protection, and water-resistant fabrics, showcasing the brand's dedication to fusing cutting-edge technology with traditional craftsmanship.

Sabby's&Co. targets a well-defined market group through geographic segmentation, focusing on Malaysia and foreign markets, as well as demographic segmentation aimed at individuals aged 20–59 with steady income. Additionally, the brand appeals to many psychographic profiles, including customers who value elegance, practicality, and sustainability.

A loan of RM 167,260, an aiding fixed asset of RM 11,000, and hire purchase agreements of RM 26,171 make up the RM 266,188 initial capital needed to launch the business. RM 2,033,606.00 is the estimated sales revenue for the first year. It is expected to expand by 11% to RM 2,257,302.00 in the second year and by another 15% to RM 2,338,646.00 in the third. According to calculations, the company's expected net earnings are RM 117,479 in the first year, RM 301,079 in the second, and RM 586,505 in the third. Producing sustainable, eco-friendly handbags that meet international environmental standards is a priority for Sabby's & Co. In addition to making sure that customers enjoy opulent yet ecologically friendly items, the brand wants to educate the public about responsible fashion choices.

By means of strategic planning, expert workmanship, and creative marketing initiatives, Sabby's&Co. aims to establish itself as a worldwide renowned brand in the luxury fashion sector, offering consumers goods that blend fashion, functionality, and ethical manufacturing methods.

## **4.0 INTRODUCTION**

Sabby's&Co. is more than just a new versatile bag brand. It is a celebration of style, purpose, and quality. Founded by a passionate local entrepreneur who understands the importance of blending aesthetics with utility, Sabby's&Co. is redefining what a handbag can be. Every bag is designed with real people in mind, balancing beauty with practicality to meet the needs of daily life.

Whether heading to work, attending a formal event, or simply running errands, Sabby's&Co. offers the perfect handbag for any occasion. From spacious totes to elegant clutches, the designs are a harmonious mix of classic sophistication and modern functionality.

Each handbag is crafted using responsibly sourced materials, ensuring durability while upholding a commitment to sustainability. Every stitch and detail is infused with care, creating a product that feels as special as the moments it accompanies. This business plan sets the foundation for Sabby's&Co. to become a trusted brand that resonates with people who value quality, practicality, and timeless style.

### **4.1 NAME OF THE BUSINESS**

Sabby's&Co. Luxurious Bag Company

### **4.2 SCOPE OF THE BUSINESS**

Sabby's&Co. Luxurious Bag Company focuses on designing, making, producing and selling high-quality luxury bags and accessories. Every product is carefully crafted using premium materials to ensure durability, elegance, and timeless style. To add a touch of exclusivity, the business frequently introduces limited-edition collections, appealing to customers who appreciate uniqueness and rare items. Additionally, the company offers customization services, allowing customers to personalize their bags to suit their preferences, making each product truly special and one of a kind.