



UNIVERSITY TECHNOLOGY MARA

FACULTY ADMINISTRATIVE SCIENCE AND POLICY STUDIES

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

BAGGIES BAG

PREPARED BY :

NUR AZWEEN SYAFINAZ MAHAMMOD	2017242312
NUR ATTIRAH SYRRA JOIBI@MOHD ALFIAN	2017405094
NUR SHAFINA SHAHIRA RODDIN	2017863072
NIRWANA MUH RIDWAN	2017261106
HASYA NUR QAMARINA ABU BAKAR	2017416972

PREPARED FOR
SIR MOHAMMAD FIRDAUS BIN MOHAMMAD

14 JUNE 2019

Acknowledgement

The success and final outcome of this project required a lot of guidance and assistance from many people around. We are extremely fortunate to have got this all along the completion of our work. Alhamdulillah we managed to complete our case study for code subject ENT300 Fundamental of Entrepreneurship within the time stipulated. The main purpose of this project is to teach us how to become the entrepreneur in the future.

First of all, we would like to thank our lecturer Sir Mohammad Firdaus Bin Muhammad for giving this kind opportunity. This project gives a lot of benefits to us as a student. Whereby, we discover a new knowledge especially about the entrepreneurship. This project gives us experience to design a business through the existence of opportunity in some situation. This project also exposes us to the real environmental of the business itself.

Secondly, this assignment cannot be completed within support and co-operated from the team. The team members consist of Azween, Nirwana, Shafina, Hasya and Atirrah. Without teamwork the project probably could not completed as well.

Last but not least, we would like to express our gratitude to our friends for their willingness to spend some time with us. We really appreciate that. Whatever we have done it is because of them. We also do not forget to our parents and family. They always give their moral support where we really need that. Most important thing, they will be with us anytime and anywhere. We also would like to thank to the top level management of Universiti Teknologi Mara (UiTM) especially to our rector who provide us the facility and opportunity to complete our entrepreneurship assignment. It is our wish to make this report as our endless learning experience and can apply this knowledge in one fine day. Thank you.

Executive summary

This business is a partnership business where it consists of three main members, Azween, Shafina, Attirah, Hasya and Nirwana which hold important position in the business namely the general manager, marketing manager, operational manager, administration manager and financial manager. Each member have equally contributed capital in terms of monetary and asset to help establishing and managing the company and business.

The named of our business is Baggies. Baggies is a handmade bag business where our main item is loved by everyone regardless of age and race which is handmade bag that consists of Swarovski, Pearl and quality garment. Our bag most commonly known to be a limited handmade bag that are based on customer choice. Since nowadays many foreign cultures have land in our country, Malaysia thus we want to promote our handmade bag with our brilliant idea and executive based on customer design and choice.

We chose this business because it has a good opportunity to expand since bag has long been establish in the locals so there is no reason for them to try the new design handmade bag based on their choice. Even though there might be a little competition from other handmade bag business, we are confident that we can succeed in entering the market since our business will be different from the common and regular business.

1.1 Purpose of business plan

A business plan is a detailed written document which described the proposed business or project to be undertaken under comprehensive manner. It is also known as a working paper business proposal, project paper or prospectus. The information stated in the business plan will be used by the readers such as entrepreneurs, investors, customers, and suppliers, for evaluation and making certain decision about your business.

Firstly, the business helps to day to day operation and management of the business. With this business plan it will help the managers of the business to better understand what the purpose of the business and it is also act a guideline on how to manage the business efficiently and effectively. If there is any update on the business plan, we can see how the changes can affect the business' performances. Furthermore, it also helps the staffs to understand more about their job and responsibilities thus it will help them to perform their job efficiently and accordingly.

Other than that, we also want to make and introduce something different to the public. Normally handmade will be served with animal skin but we're going to introduce new handmade bag design with recycle quality garment.

5.0 Introduction to marketing

What is marketing? Basically marketing can be defined as a satisfaction needs and wants through an exchange process. In other words, marketing also can be defined as the process of planning and executing the conception, pricing, promotion and distribution of ideas, good and services to create something that bring the exchange to satisfy the individual and organization objectives. And the people believe that marketing as a medium to create and deliver for the standard of living. Thus, marketing is very important part to run the business. So that the business can growth and their will achieve the goal for the business.

Besides that, marketing is one of the key parts to become a successful business. Meaning to say, we use the marketing plan as a basis for executing marketing strategy in the business. Where this plan sets a clear objectives and the list of action that be used to achieve our goals.

Other than that, the idea of marketing is basically an exchange activity that involving two party which is business entity and the customer itself. Meaning to say without these two parties the business doesn't exist at all. All the transaction that has been made brings win-win situation to these parties.

In conclusion, our business is actually introducing a new combination of Jeans and Swarovski. This is to fulfil the satisfaction of our customer. The way we were presenting our product is different from other competitor. Which is this we come out with a new innovation of the jeans from bundle, we recycle the old jeans garment to a sling bag. Instead of using new garment we buy old jeans from bundle and transform it to a new fresh sling bag. Thus, this gives opportunity for us to open bag business that is different from other competitor of the business.

5.1 Marketing objectives

- To introduce our business to the public.
- To target new customers.
- Build our brand awareness to the public.