



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP
BUSINESS PLAN
J style ENTERPRISE

PREPARED BY:

RAYVIN JOSMAN	2014603766
ZEBORA DOMINIC	2014887112
PINASLIMI SARUPIN	2014829152
GENEVIEONNA PUJON	2014616818
MOHD AZAM BIN JUHARIN	2014450166
MUHD AFIQ ASWIN BIN ASMADI	2014667472
NAZARATUL AKMAM BINTI HARUN	2014898138
MOHAMMAD ILYAS BIN RAHMAT EFFENDI	2014 62592

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STYLE YOURSELF WITH SAFETY

ACKNOWLEDGEMENT

BISMILLAHIRRAHMANNIRRAHIM

First of all, Alhamdulillah, praise to Allah SWT for giving us opportunity to finally complete our business plan for ENT 300 subject.

As a group of partner to provide this business plan we are accepting this as a challenge to ourselves because it shows our passion and ability to doing it properly. For the view of business, this project plan for business is hopefully can lead us, to practise our ability and interest in creative way, to be guideline to encourage our effort to becoming an educative and succeeded entrepreneur in the future.

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EXECUTIVE SUMMARY

Our shop which known as the J'Style selling stylish and safety jacket that have its own specialty. J'style shop was located at Taman Public Jaya, Phase 1, Jalan Tuaran, Kota Kinabalu, Sabah. Our shop was located at the strategic location so that our customer will easy to visit and reach our shop. Our target customer includes children and adults who like to go for an adventures such as going to the forest and hiking. Besides selling jackets, our shop will also selling gadget such as torchlight, lighter, power bank, multipurpose knife and more where all of these gadget can be found inside of a J'Style jackets. All of these gadget will also comes in different types, of brand so our customers can buy it with their own interest. In addition, warranty and services also will be given to those who bought our jackets and gadgets.

We have not found our biggest competitive that selling jackets with the same properties here in Sabah or even in Malaysia. We are the first shop in Malaysia that open a business which selling stylish and safety jackets that have its own specialty.

J'Style Enterprise saw the opportunity that this business has the potential of being success in future because there are no other shop in Malaysia selling stylish and safety jackets like we did. So this is the big opportunity for J'Style Enterprise to be the first shop in Malaysia to sell special jackets to be wear by all people who likes to go for adventures. As safety is the most important for every people nowadays, we are sure that J'Style Enterprise will be worn by so many people with style. By taking advantage of all these people's need, our business will prosper in this market.

STYLE YOURSELF WITH SAFETY