



اَوَّلُ رُسُلِيْنَ اَتَى كُنُوْا لَوِ كُنْ اَمَّا
UNIVERSITI
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MARA

UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

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THE 5 BOUTIQUE

EXECUTIVE SUMMARY

1.0 Introduction

The name of our company is The 5 boutique and establish 1st January 2018. Other than that this company is a business partnership where consist five main members. Which is Farahadibah Binti Hadrizal as a CEO of this company. Next that, Nur Shaza Lawrence as a Admin Manager, Rafidah Binti Ruhanan as a Operation Manager, Syahirah Binti Nurodin as a Marketing Manager and Saidah Naziha Binti Abdul Rasid as a Financial Manager. All of the members a very important person in their position. Furthermore, each of the members has contributed capital in terms of monetary and asset. Other than that all the members work together in managing the company and business.

In our business we are doing the traditional Buginese dress (baju bodo') which is the well-known traditional of Bugis that be needed by all the married couple whenever there has a wedding event or ceremony. In additional, our business will take an opportunity to bring the traditional buginese dress from Kota Kinabalu to all places which is this business because it has a good opportunity to expand in the market. So, the people will not find any problem in searching the cultural dress of Bugis because in the past, it is very hard to find this kind of dress in our country which Malaysia and they need to go out of our country like Indonesia, Brunei and more.

2.0 PURPOSE OF BUSINESS PLAN

Business is a detailed written document which described the purpose of the business. Firstly our purpose of this business want to try our best to satisfy all of the demand of our customer that are different, because people have different interest and wants. Secondly, we do this business to make a different and the best product to other people. This is because all, the product that we provide have a quality. It will make every person that use the Buginess dress that make comfortable because all of the fabric have a high quality and otherwise this product also not easy to find.

Next, to inspired other people especially to young people in this society to make a business and produce a new product in creatively. This will make our market in Malaysia expand to internationally.