



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

TRENDY COLLECTION

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First thing first, we praised and show the biggest gratitude to The Almighty God for His blessing, guidance and helps that ease everything that allows us to accomplished our business plan and our project to the success. Even tough, we are facing with multiverse of issues and conflicts in order to finish the preparation for the proposal. With big helps from all the business members, we have finished the task given right in time on submission date, by that we thank all the members for giving a great team work and hope this project stay long last.

This project business was fully completed by hands of precious cooperation and best team work between the group members in this company which are:

- 1. Mohamad Azri Bin Mohmad Jumri as Chief Executive Officer (CEO)
- 2. Iann Binti Saik as administrative manager
- 3. Ellinna Pudín as operational manager
- 4. Arnyna Amilly Morijon as marketing manager
- 5. Anis Farain Binti Sapli as financial manager

We never forget to thanks our precious lecturer that give lot guides and tips for us to solve the issues that happens in our business, special thanks given to our Fundamental of Entrepreneurship lecturer Sir , for all helps given to us and finished everything in time. Once again, thank you.

To our family members, we give a huge appreciation for helping us to get information, giving advices and everything that we need for an extra support that contributes a lot in this project.

By implementing all resources that we have collect and our vision, mission and objectives as a great entrepreneur, we can see the great opportunity in proposing this project soon and after. With all knowledge that we have that will help us to keep operate in the future.

Thank you.

Sincerely,



(MOHAMAD AZRI BIN MOHMAD JUMRI)
Chief Executive Officer
Trendy collection

EXECUTIVE SUMMARY.

Trendy collection is a business project that we have plan that operate at Inanam Taipan, Jalan Kiansom, . This business also providing a product and service for our customers. Our product and service include tailoring, rental clothes and printing clothes. In Trendy, the customer can give us ideas for their wanted design or they can use our help as well to generate ideas for their order of cloths. In base floor, we have a discussion place for customers dealing with the staff and making orders. We also have collections of traditional cloths with full accessories for sell, or rent. Usually customers only rent the traditional cloths for events because the full price for the traditional cloth is quite expensive due to its materials.

Our business is located at Inanam Taipan, Jalan Kiansom as we expect to start the first branch in the early 2020. As known in public where Trendy is a clothing business that give product and services as well, but not like other businesses that provide the same kind of products and services. In Trendy, we more focusing on traditional elements in every cloth we make and mostly, it gives a huge impact in tourism industry.

Our future prospects for this business of course Kota Kinabalu areas itself, and we targeting tourism companies to have collaborations with them. We also aiming for the culture lovers who love the traditional culture patterns and get new ideas for cloth materials.

1.0 INTRODUCTION.

The name of the company is Trendy collection, which stands for traditional and modern fashion of Sabah culture. The idea of getting this name of the company is from the problem that new generation facing today which is most of them do not know their culture. This idea are very closely related towards our ideas, mission and vision on developing this business.

The business nature of Trendy collection is about traditional and modern clothes that will becoming trends among the new generation. We love our unique culture especially Sabah that have many differs culture that a reason why we a getting this is idea to educate new generation to keep this culture from now so that everyone will know our unique culture in Sabah. In the same time that will help the agency of Sabah Tourism to attract more tourist come and visit Sabah.

Trendy collection a located Inanam, Jalan Kionsom, 2 adjoining lot 1st Floor Block B. The reason of choosing this places as our business main location because there is highly demand of many shops, boutique, other industries and also this place now is in a develop place.

All of the Trendy collection partners has agreed that our business will begin to operate on the 1st January 2019. Our target is the young generation to educate them for keep our culture still relevant in the nowadays trend.