



اَوْبُو سَيِّدِي تَتَكْوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF PUBLIC ADMINISTRATION AND POLICY STUDIES
DIPLOMA IN PUBLIC ADMINISTRATION**

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

ASSIGNMENT 3: BUSINESS PLAN REPORT (40%)

AR JERSEY

“MAKE YOUR OWN JERSEY”

PREPARED FOR:

MADAM ROZIEANA BINTI A.HALID @ KHALID

PREPARED BY:

SHEIKH ALFAYEED BIN SEIKH MUHAMAD	(2018275302)
ADLAN HARIZ BIN MOHD HALMI	(2018863866)
ABDUL RAHMAN BIN ABDUL RAHIM	(2018834128)
NOR IRWA NATASHA BINTI ABDUL RAZAK	(2018252886)

GROUP:

AM1105G

DATE OF SUBMISSION:

29 JANUARY 2021

CONTENTS

LETTER OF SUBMISSION	1
ASSIGNMENT PROJECT DECLARATION FORM	2
ASSIGNMENT PROJECT DECLARATION FORM	3
ASSIGNMENT PROJECT DECLARATION FORM	4
ASSIGNMENT PROJECT DECLARATION FORM	5
EXECUTIVE SUMMARY	6
1. Business Background	6
2. Owner Background	10
4. Marketing Plan	18
5. Operational Plan	24
6. Financial Plan	30
CONCLUSION	37
APPENDICES	38

LETTER OF SUBMISSION

Faculty Of Public Administration And Policy Studies (AM110)
Diploma In Public Administration
Universiti Teknologi Mara Cawangan Pahang
26400 Pahang

29 January 2020

Madam Rozieana Binti A.Halid @ Khalid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan Title “**AR JERSEY**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....
Abdul Rahman Bin Abdul Rahim
General Manager of AR Jersey

EXECUTIVE SUMMARY

AR Jersey Enterprise is the business which produces manufacturing their own customs jerseys. AR stands for the name of the owner, Abdul Rahman. The main reason they started up this business because of they find opportunity in making their own local brand jersey. The owner also found the opportunity in becoming the main centre in providing customs jersey to the community in the area. The business was founded by the owner in 2019.

The main activity for this business is jersey printing and selling custom jersey for various types of sports including football, futsal rugby, running and many more with affordable and reasonable price to their customers. Moreover, AR Jersey Enterprise speciality's is on their customizable printing style. Customer can choose their own design to customize their own jersey. The shop is located at Section 13, Shah Alam and run by the founder and his employees that are function to print or customize the jersey.

The business usually produces 30 to 50 products in a day or based on the price of the products is from RM20 to RM60 including the printing services, the price depends on what quality of the jersey. The business main problem is to attract the customer because the people there are still many who do not know about the services provided in this shop because they may think it is just a shop that sells regular jerseys. They are also not exposed to this industry because there have never been other shops that involved in this industry opened in this area.

1. Business Background

Table 1.0 Business Background

Name of the Business	AR JERSEY
-----------------------------	-----------

Business Address	
Correspondence Address	
Website	
E- mail	
Telephone Number	
Fax Number	-
Form of Business	Partnership
Main Activity	Manufacturing Jersey Printing
Date of Commencement	6/6/2019
Date of Registration	8/7/2020
Registration Number	202003155296 (003128430-M)
Name of Bank	Malayan Banking Berhad
Bank Account Number	

1.1 *Vision and Mission*

1.1.1 Vision

To be one of the largest sportswear manufacturers in Asia within 10 years

1.1.2 Mission

To produce high quality and comfortable sportswear. We also sell quality clothing at reasonable prices. With the vision work of our company, we provide a workforce that can indirectly open employment opportunities to the community.