



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP
GROUPING BUSINESS PLAN: FLAYS.CO



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In finalising and completing the Business Plan, it is undeniable that problems and issues are present that resulted delays in the progress. However, we as a group has managed to encounter each and every problem such as unbalance amount and lackings together in finishing the Business Plan. We have learned that each problem is part of the learning and developing process in starting a business. Owing to this particular course, we have been exposed with the much knowledge and experience regarding the official process of starting a business. Hence, we are very thankful and grateful for having this golden opportunity in experiencing the actual process, progress and procedure in making a complete Business Plan.

In addition, this Business Plan would not have been possible without the guidance from our beloved lecturer. Hence, we would also like to give a special thank and credit to Sir Adzwin for being a very reliable, kind and helpful Fundamentals of Entrepreneurship (ENT300) lecturer. This is owing to despite classes are held fully online, Sir Adzwin has managed to provide the complete guidance and knowledge for us. Furthermore, he also has provided much guidance in terms of never kept our questions unanswered. Each and every question is being answered and elaborated perfectly by Sir Adzwin to lead us in making a well-prepared Business Plan. Thus, it has been an honour for having such a great and reliable lecturer that has a huge sense of empathy and patience in unconditionally guiding us to finish the Business Plan.

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1.0 EXECUTIVE SUMMARY

Flays Corporation is mainly a business formed based on a partnership that consisting five members which are the General Manager, Administration Manager, Marketing Manager and Financial Manager. The business capital contributed by each of partners is RM1, 600 each that in total is RM8, 000.

As the brief introduction, Mask Companion is a hijab-friendly face mask that completed with a stretchable strap for women that uses hijab, as women that uses hijab requires a face mask that has longer and stretchable string. The key feature of the face mask is the stretchable strap that acts as an extender for the face mask to able to reach and connect each side of the face mask. Moving accordance with the New Normal that has been officially announced and initiated by Prime Minister Tan Sri Muhyiddin Yassin, the wearing for face mask when going out is strictly compulsory for every person. Hence, our company has provided a product that is highly helpful especially for women and even frontliners in using the face mask that has a strong grip and longer strap. In addition, besides Mask Companion acts as the protection action in combating COVID-19 Pandemic for women as well as frontliners, Flays Corporation also has planned a long term plan for the product to grow and maintain a consistent demand in the market regardless the situation of the pandemic. The long-term plan includes the Mask Companion to be available in boutiques and even general clothe stores for the using of protection as well as styling purposes.

Mask Companion product is the product made with the fibre used in face mask that is approved by Ministry of Health, with the combination of the stretchable fabric string in ensuring a promising and comfortable grip for women users in applying the face mask. In addition, the product also provides a custom-made feature, which allows customers to actually customize their own face mask with the colour or even patterns that match their outfit and taste. This feature will attract many potential customers especially hijabisters since they can obey the SOP and at the same time having an outfit that matches the face mask instead of only have the choice of a plain white face mask to be used on a daily basis.