



اَوْنِيُوْ سِيْتِي تِي كُوْلُوْ كِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN COMPUTER SCIENCE AND MATHEMATICS (CS 110)**

**CS110 4A**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BUSINESS NAME**

**KADUPUL ENTERPRISE**

**PRODUCT NAME**

**PREMIUM CHIFFON SCARF**

**PREPARED FOR:**

**MADAM ROZIEANA BINTI A. HALID @ KHALID**

**PREPARED BY:**

**PUTERI NUR ADLINA BT MOHD RAZI**

**2018698514**

## LETTER OF SUBMISSION

Diploma in Banking (BM112)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

26 JUNE 2020

Miss Rosnalina Abdul Rahman  
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)**

Attached is the business plan title "**KADAPUL ENTERPRISE- Premium Chiffon Scarf**" to fulfil the requirements as needed as university requirements.

Below is the member that involved in completing the business plan:

**PUTERI NUR ADLINA BT MOHD RAZI**

**2018698514**

Thank you,

Yours sincerely



.....  
PUTERI NUR ADLINA BT MOHD RAZI  
General Manager

## **ACKNOWLEDGEMENT**

**I am most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirement that need to be accomplish during the Movement Control Order in the couse work assessment for Fundamentals of Entreprenuership (ENT 300).**

**A big thanks especially to my beloved ENT 300 lecturer, Madam Rozieana Binti A.Halid @ Khalid. Who helped me the most in completing this business plan and without her guidance, I would not be able to complete this business plan. Her kindness and patience in helping me during the process of completing this project work. She has been given me a very good service by providing useful information and understanding to me.**

**Lastly, to those who had involved and contributed directly or indirectly to this business plan, I am very grateful to them for the love and support that I have received and shown during completing this project until I managed to finish the business plan on time. I am very grateful and thankful for the amazing support that you guys had given me. I would not be able to finish this business plan without you guys.**

## TABLE OF CONTENTS

<b>CONTENTS</b>		<b>PAGES</b>
LETTER OF SUBMISSION		2
ACKNOWLEDGEMENT		3
TABLE OF CONTENT		4
EXECUTIVE SUMMARY		5
1	INTRODUCTION 1.1 Name of Business 1.2 Location of the Business 1.3 Date of Business Commencement 1.4 Future Prospects of the Business	6
2	PURPOSE 2.1 To evaluate the project viability and growth potential 2.2 To apply for loans or financial institutions 2.3 To act as a guideline for the management of the proposed business 2.4 To allocate business resources effectively	7
3	BUSINESS BACKGROUND 3.1 Vision and Mission 3.2 Organizational Chart 3.3 Logo and Motto	8 - 10
4	BACKGROUND OF PARTNERSHIPS	11 – 13
5	LOCATION OF BUSINESS	14
6	MARKETING PLAN	15 - 21
7	OPERATIONAL PLAN	22 - 30
8	ADMINSTRATION PLAN	31 - 36
9	FINANCIAL PLAN	37 - 45
CONCLUSION		46
APPENDICES		47

## EXECUTIVE SUMMARY

Kapudul Enterprise has been established in 2020. For our main business, we have decided to sell a scarf with a variety of colors and design. This is because nowadays female like to experience a high quality scarf with affordable price but still have the modesty and elegance elements. Since it is very difficult to find nowadays, this company decided to combine all the elements together. For the target market, we target female in many range of ages who are premium chiffon scarf lovers. Not every female like to wear chiffon scarf since most of the chiffon are low in quality. For the competitive advantages, there are many competitors that have been operated such as MiraBell Collection, CF Hanifa Collection and D'YANA OUTLETS. So all of these competitors have their own strength that makes them more experience. For example, some of the boutique are allocated on a strategic places that can attract the customers to come. But, they also have their own weaknesses such as the product have a high price but low in quality.