



اَوْنِيُوْ سِيْتِي تِي كُوْلُو كِيْن مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER SCIENCE AND MATHEMATIC

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

THY.CO

THY FASHION BRAND

PREPARED FOR:

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PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Computer Science (CS110)
Faculty of Computer Science and Mathematic
Universiti Teknologi MARA Cawangan Pahang
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26 JUNE 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 “**THY.CO – THY FASHION BRAND**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
NUR ATHIRAH BINTI AMRAN
General Manager

ACKNOWLEDGEMENT

Bismillahirrahmanirahim Alhamdulillah most grateful to Allah S.W.T for his grace. This Business Plan was successfully finished. This was very important to be accomplish in the course work assessment for subject ENT300.

In this acknowledgement I would like to say thankyou to everyone that involved in finishing this business plan. My parents who always give me strength and support in studies and everything I do. Next our lecturer Madam Rozieana that also always give us a guide in doing all the assessment successfully. Not to forget all my friends and classmate that always been there helping me to achieve this.

Problems will always been there in everything we do, but that can not be the excuse to give up. Eventhough there a lot of problems to complete this assessment but I managed to done it with all the hardwork and support from people around me.

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EXECUTIVE SUMMARY

THY Fashion Brand offers the best stylish clothes for both women and men for your daily wear with affordable price and good product quality that been produced based on our design. We will always work the best in order to upgrade our business and for better future.

Our customer target is teenagers that love in fashion with a good price that will make won't hesitate to buy it again. Our store is in a shopping mall that easy to go in the town it is a strategic place as the shopping mall is always full of people that want to shopping.

THY Fasion Brand strategy is to emphasize the quality and price of our products and service. We offer the affordable price because we considering the most of teenagers are student. In future, we looking forward to increase the sales and opening more branches near to you.