



اَوْنِيُوْ سِيْتِي تِي كُوْلُوْ كِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF COMPUTER AND MATHEMATICAL SCIENCE**

**DIPLOMA IN COMPUTER SCIENCE (CS110)**

**CS1104A**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**COMFIT**

**DOUBLE SIDED OVERSIZED T-SHIRT**

**PREPARED FOR:**

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

**PREPARED BY:**

**NUR FARAHANA BINTI MOKHRANIM**

**2018411972**

## LETTER OF SUBMISSION

Diploma in Computer Science (CS110)  
Faculty of Computer and Mathematical Science  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

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 “**COMFIT – DOUBLE SIDED OVERSIZED T-SHIRT**”  
to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....  
NUR FARAHANA BINTI MOKHRANIM  
General Manager

## ACKNOWLEDGEMENT

Bismilillah and Alhamdulillah, I am most grateful to Allah S.W.T for the completion of this Business Plan for ENT300. I am also grateful for my parents, lecturer and friends for the never ending support and guidance in helping me to complete this assessment. This assessment is a very hard challenge to me as its require for me to create a business. By creating a new idea, it push me to be more creative and taught me the important of planning. It also helps me to practice and test our ability in different way other than thinking and memorizing theory or facts only.

As I said, I am grateful for my parents because they do play a part in helping me to finish this assessment. With their encoregment and guidance, I always feel more motivated to finish this business plan. Not to be forgotten to Madam Rozieana Binti A. Halid @ Khalid, our dedicated lecturer for her willingness in helping and guiding during the process of finish this whole assessment. She has provided me with so much information not only about the completion of this assessment but also the business world in general.

Last but not least, I am thankful to all my friends who helps and support me in finishing this work while also fighting their own battle to finish the same assessment. We provide not only support but also guidance to each other so that no one will be left behind and unable to complete the assessment. My friends also provide mental support during this hard time of pandemic COVID-19, even though we are far away from each other, but the support still remain close and strong.

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## EXECUTIVE SUMMARY

Comfit was created in 2020 with the purpose to break the discrimination among people with different body types. Comfit have decided to sell an oversized shirt that can be fit to anyone with any body shape and type. The product also come in the way customer can wear it on both side. It proved that our product in unique and different for other clothing brand out there.

For the target market, we target both gender at the age of 20 to 45, employed people and also students. The reason why we choose that group of people is because, these people are the one that tend to follow the trend and always searching for new, fresh and trendy clothes. Comfit have to fight with many competitor that have been in this part of business way longer and already become a huge and well know brand such as H&M, Cotton On and F.O.S. The might have their own strength that makes them strong ang big in this business but every company always have their own flaws.