



اُنِيُوْ رَسِيْدِيْنِي تِي كُوْلُوْ كِيْنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE

AS1205J

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

LADIES BOUTIQUE

IRONLESS CLOTHES

PREPARED FOR:

SIR AZEMAN ABDUL MAJID

PREPARED BY:

ALIAH NURULJANNAH BT RUSLAN 2018269004

NUR ZAWANI BT ISMAIL 2018422182

NOOR FATIHAH BT ABDULLAH 2018472556

NOR SARIHA BT MOHD YUSOF 2018235554

LETTER OF SUBMISSION

Diploma in Science
Faculty of Applied Science
Universiti Teknologi MARA Pahang
Bandar Jengka, 26400 Bandar Tun Razak, Pahang

10th January 2021

Sir Azeman bin Abd Majid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang
Bandar Jengka, 26400 Bandar Tun Razak, Pahang

Sir,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**LADIES BOUTIQUE**” to fulfill the requirements as needed as university requirements. Ladies Boutique business consists of all the details, documents and the following procedures which is located at Kuantan City.

Below is the list of the group members that involved in completing this business plan:

ALIAH NURUL JANNAH BT RUSLAN	2018269004
NUR ZAWANI BT ISMAIL	2018422182
NOOR FATIHAH BT ABDULLAH	2018472556
NOR SARIHA BT MOHD YUSOF	2018235554

Thank you,

Yours sincerely

anisha

NUR ANISHA BT MAD DAUD
General Manager

CONTENT

LETTER OF SUBMISSION.....	2
ACKNOWLEDGEMENT.....	4
EXECUTIVE SUMMARY.....	5
1. INTRODUCTION.....	6
2. PURPOSE OF PREPARING THE BUSINESS PLAN.....	7
3. BUSINESS BACKGROUND.....	10
4. BACKGROUND OF PARTNERSHIP.....	13
5. LOCATION BUSINESS.....	18
6. MARKETING PLAN.....	20
7. OPERATIONAL PLAN.....	28
8. ADMINISTRATION PLAN.....	43
9. FINANCIAL PLAN.....	48
10. CONCLUSION.....	61
APPENDIX.....	62

ACKNOWLEDGEMENT

Firstly, we are thank God for being able to complete this project with success. Then, we would like to thank to our lecturer of Fundamentals of Entrepreneurship (ENT300), Sir Azeman bin Abd Majid, whose valuable guidance has been the ones that helped me patch this project and make it full proof success his suggestions and his instructions has served as the major contributor towards the completion this project.

Then,we would like to thank my parents and friends who have helped us with their great ideas and suggestion has been helpful in various phases of the completion of the project.

Last but not least, we would like to thank all group members that had always been dedicated in making this business plan successful no matter how hard it is. Without their support, this business plan is impossible to be completed. We realized the value of working together as a team.

EXECUTIVE SUMMARY

LADIES BOUTIQUE is the boutique for the ladies that establish in Kuantan City. We offer the ironless clothes for the ladies that super busy but still wanted to look more elegant. In the other word, the ladies will spend no time for ironing their clothes where it can save their time. We are offers pants, blouses and also scarfs to our customers. We want to make sure our customers who purchase our products will be satisfy and will be repeat for the next time. We will launch the another designs every month according to the latest trend.

Our target customers are the women that always busy especially the women in career or the students. We establish our boutique in Kuantan City because there was a target placed for shopping and also the amount of population in there since it was a city. Therefore, our business will have a great opportunity to capture large of our target customers. The boutique that we open is near main road so it will easy to find the location.

LADIES BOUTIQUE marketing strategy is that we offer the great quality materials and also the variety sizes and designs. Therefore, we also create a website and social media to help the customers in any region to purchase our products. We will send their products by using the courier service and make sure to wrap the parcel nicely. So that, it is not a problem to customers to purchase any product without come to the boutiques. The regular customers will also get the free gift or discount. The good service will attract the customers to repeat another purchase.

We commitment to become the first choice of our customers in making them satisfy. Therefore, we make the advertising to make our brand well-know and popular among the customers. The medium we use is through famous social media.