



اَوْنِيُوْ سِيْتِي تِي كُوْلُوْ كِي مَبَادَا
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MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN SCIENCE (AS120)

AS1205F

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

MAXI DRESS ENTREPRISE

MAXI DRESS

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LETTER OF SUBMISSION

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Dear Madam,

Submission of the Business Plan

Referring to the matter above, we would like to submit our business plan on the name Maxi Dress for our subject Fundamentals of Entrepreneurship (ENT300). This business plan is focusing in operating clothing business.

2. Our business wants to establish the trendy apparel especially dress for Muslim women with our own clothing brand. We believe that our business has a good potential to develop in the future market as it produce the best quality and fashionable dress.

ACKNOWLEDGEMENT

First and foremost, we are grateful and thankful to Allah SWT because of His blessing we finally completed our group assignment. We are truly indebted to our lecturer, Madam Faizan Bt Hj Abdul Jabar who always help us in giving knowledge and improving our mistakes in order to do well to complete the assignment given.

Hence, we also would like to thank our group member who are always dedicated and give a full commitment in finishing the assignment successfully.

Last but not least, we also thankful to our family for their support in everything we do and also helping us in providing good internet connection in making the assignment successful.

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EXECUTIVE SUMMARY

Maxi dress is a business where society like Muslimah women are free to be fashionable with modest, stylish and high moral in dressing that follow Syariah's dress code. So far, there are a lot of fashion clothing found in fashion market but most of them disobey the dress code where Muslim must at least cover her hair and body in loose and unrevealing clothing and obscuring the details of her body from the public but most of the fashion right now are opposite where the dress is fitted which showing the shape of the body and the clothes materials show the details of the body.

In addition, since Neelofa has changed herself to more positive appearance that follow Syariah, she influences and inspires many people to follow her steps. Many netizens show their gratitude on Neelofa current appearance and a lot of positive comments regarding it. Since Neelofa is an influencer and a fashion icon, her modest fashion is highly demand and becomes a trend in Malaysia. So, Maxi dress offer Muslimah Women to feel confident and acceptable in society also worldwide, to up held modest and beautiful clothes that follow Syariah's dress code and producing dress look alike Neelofa.

Furthermore, Maxi Dress also shows gratitude towards Neelofa's positive change and proudly announce that we establish cooperation with Neelofa and make her as our model. Not just producing Muslimah clothes that are stylish but Maxi Dress also affordable. The location of Maxi Dress at Jonker Walk Street, Malacca where tourist attraction both Malaysia and worldwide which customers can walk-in. Maxi Dress also provides online shop like Instagram and Shopee with free delivery above 3 pieces.

Hence, Business Plan will be discussed about our main that important to set up and planning our business systematically. This includes administration, marketing, operation and financial section that important to retain and growing our business successfully.