



اُنِيُوْزِ سَيِّتِي تَيْكُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

DIPLOMA IN ACCOUNTANCY

AC110

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS NAME: GiSELLE

SELL SHAWLS

PREPARED FOR

EN. MOHD AIDIL RIDUAN BIN AWANG KADER

PREPARED BY:

| | |
|---|-------------------|
| AMER KHUZAIRI BIN HAIRI ANNUAR | 2018416188 |
| NUR IZZAH ZULAIKHA BT RAZALI | 2018443282 |
| NURFATINI NAJWA BT AZRI | 2018244368 |
| NURFATIAH IQHWANA BT AHMAD KHATIMI | 2018444222 |
| PUTERI EREENA BATRISYIA HARIS | 2018245488 |

LETTER OF SUBMISSION

Diploma in Accountancy (AC110)
Faculty of Accountancy,
Universiti Teknologi MARA Pahang,
Kampus Jengka,
26400 Bandar Jengka, Pahang.

24 January 2021

Sir Mohd Aidil Riduan bin Awang Kader
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Administration,
Universiti Teknologi MARA Pahang,
Kampus Jengka,
26400 Bandar Jengka, Pahang.

Sir,

Submission of the Business Plan (ENT 300)

Referring to the matter above, GiSÉLLE would like to submit our business plan for your analysis, evaluation and references. GiSÉLLE business consists of all the details, examples, documents and the following procedures which is located at Bandar Inderapura, Jerantut, Pahang. This report consists of important component and aspect that have been considered in the beginning of the business. It includes our business profile, structure administrator, financial, marketing, and operation aspect plus all other information regarding the business plan. Below is the list of the group members that involved in completing this business plan:

1. Amer Khuzairi bin Hairi Annuar (2018416188)
2. Nur Izzah Zulaikha bt Razali (2018443282)
3. Nurfatini Najwa bt Azri (2018244368)
4. Nurfatihah Iqhwana bt Ahmad Khatimi (2018444222)
5. Puteri Ereena Batrisyia Haris (2018245488)

ACKNOWLEDGEMENT

First of all, we would like to thank Allah S.W.T because we are able to complete this business plan as one of the requirements that must be fulfilled in the course work assessment for ENT300. Special thanks to our beloved lecturer, En Mohd Aidil Riduan for his kindness in helping, guiding and improving our content during the process of completion of this work project. In addition, our parents, who always provide support and strength to complete this business plan, should not be missed. With the cooperation and encouragement of several individuals, this business plan was created.

We also want to express biggest gratitude to our classmates. This business plan will not complete successfully without the cooperation, tolerance and ideas from group members. Thank you for always giving full commitment and mental support for this group project no matter how hard and tough it is.

Throughout preparing this business plan, we manage to learn more about opening business from the start and how to cater problems when something is happening. In dealing with issues that arise during our study, we manage to become more organized and mature. This business plan includes a new entrepreneur's organization, marketing, operation, financial and administration plan and any other details necessary as a guide to starting a business.

Last but not least, thank you again for those who helped and contributed directly or indirectly for the completion of this business plan. We hope that this business plan can give knowledge to everyone especially to us about entrepreneurship and how to become an entrepreneur in the future.

TABLE OF CONTENT

LETTER OF SUBMISSION

ACKNOWLEDGEMENT

TABLE OF CONTENT

Page

EXECUTIVE SUMMARY

6

1 INTRODUCTION

7

1.1 Name of Business

1.2 Nature of the Business

1.3 Location of the business

1.4 Date of business commencement

1.5 Future prospect of the company

2 PURPOSE

8

3 BUSINESS BACKGROUND

9

3.1 Vision and Mission

3.2 Organizational Chart

10

3.3 Logo and Motto

11

4 BACKGROUND OF OWNER

12

4.1 General Manager

4.2 Operational Manager

4.3 Marketing Manager

4.4 Financial Manager

4.5 Human Resource Manager

5 LOCATION OF BUSINESS

17

6 MARKETING PLAN

19

7 OPERATIONAL PLAN

29

8 ADMINISTRATION PLAN

38

9 FINANCIAL PLAN

43

CONCLUSION

48

APPENDICES

49

EXECUTIVE SUMMARY

GiSÉLLE is a business that sells and produces variety of shawls with an affordable price and offers high quality materials in order to satisfy the customers. The business that is managed by five managers which are general manager, human resource manager, operational manager, marketing manager and financial manager has a goal to be a well known business from all over Malaysia.

The business is majorly targeting women who are students and workaholic ladies. This is because, these people are tend to buy our products as GiSÉLLE produces and sells an ironless and pinless shawls that give them advantages to spend less time in wearing hijab and suitable for some outdoor activities such as jogging, exercising, cycling and many more.

Usually, GiSÉLLE may increase the sales during festive seasons as example, during Hari Raya as there are so many ceremonies and occasions that will be held such as open house and wedding ceremony. During on this seasons, women are looking for comfortable and easy to wear hijab to be worn with their beautiful clothes. Despite that, GiSÉLLE is experienced the lowest sales at the end of the year which is on December. This happened due to most of our customers are spending their money for other important things, as example home appliance, books and stationery for the new year.

GiSÉLLE outlet is easy to access by the customers as it is located at the centre of Bandar Inderaputera, Jerantut Pahang. By locating besides the main road and near to supermarket, it is an advantage for our business as it may attracts more customers to notice and visit our store.

As to improve our service strategy, we are hiring promoters who are expert in dealing with customers and know the various of materials that we offers in the business. By opening the business that selling shawls, obviously GiSÉLLE has many competitors who are selling the same products within the area. However, as we are offering high quality materials with an affordable price, we expect that GiSÉLLE may attract more customers among residents in Jerantut.