



اَوْنِيْفُوْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ACCOUNTANCY**

**DIPLOMA IN ACCOUNTING**

**AC110**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)  
(MAVERIK SPORTS GEAR: DESIGNING AND PRINTING)**

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## LETTER OF SUBMISSION

Diploma in Accountancy (AC110)  
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15 January 2021

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Madam,

### **Submission of the Business Plan (ENT300)**

Attach is the business plan title “**MAVERIK SPORTS GEAR**” to fulfil the requirements as needed as university requirements.

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

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Thank you,

Yours sincerely

...*Adib Azfar*.....

Muhammad Adib Azfar Bin Mokhtar

General Manager

## **ACKNOWLEDGEMENT**

First of all, we would like to Allah S.W.T because finally we were able to finish our group assignment that have been given to us. This group assignment had been done by all of the group members with full responsibility and commitment. We have work hard together in order to complete this assignment for producing the best and excellence assignment.

Then, we also thank to our lecturer, Madam Siti Fahazarina Binti Hazudin for all the advice, useful tips and guidance during the implementation of this assignment. Without all the advice and guidance from her, we cannot complete this group assignment in this excellent way. We extremely grateful because her assistance have contributed to the finish of assignment on time and complete with all components that are required.

Besides, we would like to thank our parents, members of our families and friends for their encouragement, understanding and sacrifice they have given to us during the implementation of the assignment. We also want to take this opportunity to thank the person who gave us the information regarding our shirt printing product and help us to complete this assignment more efficiently.

Last but not least, we also want to thank to every person that involved directly or indirectly in completing this assignment, without them maybe this assignment is cannot be completed this excellent.

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## EXECUTIVE SUMMARY

The main purpose of this business is to provide a top quality product that can satisfy the needs of people who stays at Gombak, Selangor. So, in order to satisfy the needs of potential customers, the management team of Maverik Sports Gear came with the business idea of printing and designing T-shirt based on the fashion trend and also customer demand and favourite.

The management team consist of five positions, which led by General Manager, Muhammad Adib Azfar Bin Mokhtar who was the founder of the business. The four main sections of the company are Administrative Manager which is Ali Zainul Abidin Bin Abu Bakar, Marketing Manager which is Muhammad Abid Rifqi Bin Noor Amaran, Operation Manager which is Durrani Afnan Bin Mohd Zamri and Financial Manager which is Muhammad Razzinudin Bin Mohd Rastam.

This business focused on people who stay at Gombak, Selangor that have population of 668700 people. The main target market is adult around 25 to 45 years old. This is because they have an income to buy our product. Our second target market is youngsters at Gombak which is between 18 to 24 years old because they follow the fashion trend. Our third target market is those who students who study around our warehouse which is use for event for their universities.

The competitive advantage of this business is the customers can choose the business that can provide the design which they are demand and can provide jersey materials that are high quality and comfortable when wear. For the profitability of the business, we believe that this business will can achieve RM940,050 on the first year, 5% increment on second year which is RM987,053 and 10% increment on third year which is RM1,085,758.

Product features for our business is to sell our T-shirt with the exclusive design and follow the fashion trend. We also provide design service to our customers so that, they can have the design that they are demand and favour. We also focuses on the details of every design that make the T-shirt more beautiful and high classes. We use the high quality of cloth and thread that can make every single product that we produce in high quality. The benefits that customers get are we will follow what concept the customers want and our T-shirt are produced by skilled worker in designing and production. Customers also will received our product in exclusive packaging and our service offer free postage around Malaysia. With the fast services and systematic procedure, we can create a deadline that customer will receive their T-shirt. Lastly, with the method using sublimite T-shirt that we recommended to every customers are to make the product is looking exclusive when wear it.