



اَبُو سَيِّدِي تَكْنُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY
BA1184K
FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS NAME: GLORIOUS PALACE CO.
PRODUCT NAME: FASHION APPARELS

PREPARED FOR:

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LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
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26400 Pahang

Madam,

Submission of The Business Plan (ENT300)

Attach here is the business plan called "Glorious Palace Co. - Fashion Apparels" to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

LIYANA ARINA BINTI MOHD SHALBE
General Manager

ACKNOWLEDGEMENT

The completion of this assignment gives us so much pleasure after all of the efforts that we have been given and supports from others for this assignment. First of all, we would like to show our gratitude to Madam Adibah binti Hussin, our lecturer in Fundamental of Entrepreneurship (ENT 300), for giving us such good guidance to complete this assignment. We would also like to expand our gratitude to those who have directly or indirectly guided us in writing and completing this assignment.

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EXECUTIVE SUMMARY

The purpose of this business plan is to enable students in Fundamental of Entrepreneurship (ENT300) to gain new experience on how to conduct a business in the real world. This business plan will present Glorious Palace Co. and it is a fashion brand that specializes in finding the best style for any individual for the purpose of representing ones' original identity.

Glorious Palace Co. is based on a partnership where it consists of 5 members that hold important positions such as Chairman, Administration Manager, Financial Manager, Marketing Manager, and Operation Manager. The sum of business investment is RM 300 000 where the total contribution from each member is RM 20 000 while the rest RM 200 000 came from Maybank's loan. We also got a 3 % interest rate for the loan.

Next, the location that we have picked to establish our business is in Bangi, Selangor. It is one of the strategic places in Selangor whereby the population in Bandar Baru Bangi is about 94,206 people. Bangi has a large population and it is also where most fashion boutiques are located. Glorious Palace Co. targets its customers in a range of 18 to 34 years old, or customers with a certain income bracket.

As we know, fashion is a huge industry and we have to face many competitors in this industry such as Sheins Boutique, Blooming Boutique, and Madness Kouture. It is a healthy competition and we will thrive to provide only the best quality of fashion apparel for both women and men in the store.

Nowadays, design and color are some of the important things that customers would look at in apparel and we always try to provide trendy and eye-catching apparel from our customers. Glorious Palace Co. not only provided fashion apparel like casual attire that can be worn daily, but we also provide traditional wear that comes with executive and timeless design.