



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN:

TudunGadis Enterprise

PREPARED BY:

NO.	NAME	STUDENT ID
1.	NURUL SHAZWIN SHAHILA BINTI JAMALUDDIN	2019238984
2.	NURUL SYUHADA AMIRA BINTI APUAT	2019226804
3.	IZZA NABILA BINTI AZMI	2019849412
4.	NURUL SYAZWANA BINTI YUSOFF	2019214862
5.	SITI NURDINIE BINTI SAIFUL AZWAN	2019472976

CLASS: BA118 4J

PREPARED FOR: ILYANI BINTI AZER

DATE OF SUBMISSION: 26 JULY 2021

TABLE OF CONTENTS

ACKNOWLEDGEMENT	5
EXECUTIVE SUMMARY	6
1.0 BUSINESS DESCRIPTION.....	7
1.1 Business Information.....	7
1.2 Vision and Mission.....	8
Vision.....	8
Mission	8
1.3 Organizational Chart	8
1.4 Logo and Motto.....	9
Logo Description	9
Motto	9
2.0 OWNER BACKGROUND.....	10
2.1 Manager	10
2.2 Marketing Manager	11
2.3 Operation Manager	12
2.4 Administrative Manager	13
2.5 Financial Manager	14
3.0 MARKETING PLAN	15
3.1 Introduction (Marketing Objectives).....	15
3.2 Description of products	16
3.3 Target Market	21
3.4 Market Size	23
3.5 Competitors.....	24
3.5.1 Identifying competitors.....	24
3.6 Market Share	25
3.6.1 Market share before the entry of TudunGadis Enterprise	25
3.6.2 Adjusted market share after entry of TudunGadis Enterprise.....	26
3.7 Sales Forecast.....	27
3.8 Market Strategy (marketing mix).....	29
1. Product.....	29
2. Place/ Channel of Distribution	30
3. Pricing.....	31

ACKNOWLEDGEMENT

Thank you, Allah, that this business plan has been completed. We thank God for all the trials and strength to produce this business plan as our grouping assignment.

We should begin by thanking our teacher, Madam Ilyani binti Azer, very sincerely for the understanding, encouragement, and beneficial advice throughout this business plan completion. Having her as our lecturer was a wonderful pleasure.

Next, we thank our parents and family who were present and keep us encouraged for completing the business plan throughout. Without their continued cooperation, this business plan could not be properly prepared.

Last but not least, thank you to the devotion and commitment of each group member to complete jointly the business plan and aid each other during the process. Not just from the academic point of view but also from our personality we experienced so much. We have also learned much from the business plan and want to use the knowledge in the future. Even though we have to work together in virtual version but alhamdulillah. We finally made it!

EXECUTIVE SUMMARY

The following is a proposal of business plan, TudunGadis Enterprise is a business whereby women out there can shop their scarf online and walk-in around Temerloh. The business is set up together by 5 individuals which are General Manager, Marketing Manager, Operation Manager, Administrative Manager and Financial Manager with a capital RM..... We are very experienced in management and business. As a newly built business, we want to be one of the brands that can provide a great and outstanding scarf to our customers by trying our very best to fulfil their demands. Importantly, keep it simple but trendy and affordable.

We have clearly carried out a lot of research and analysis before we started the business to ensure that the service to be delivered can satisfy the requirements and needs of consumers. We also have our competitors which are dUCk Scarves, Naelofar Hijab, Tudung Ruffile, Kekaboo, Bawal Exclusive and many more as our benchmarks to compete and enable us to execute better services healthily. Improvisation and innovation of the present service is our main purpose in order to fight against them, which helps to distinguish the business. This will also assist the business to function efficiently. Furthermore, we also sell our scarf at a reasonable price. This is because they can have it and it will help reduce the customer burden.

As entrepreneurs, we are expecting TudunGadis Enterprise can further expand branches and markets in order to meet the needs of customers. This can also help raise our spirits to produce quality products and always be able to be competitive on par with popular brands out there.

1.0 BUSINESS DESCRIPTION

1.1 Business Information

1.	Name of the Business	TudunGadis Enterprise
2.	Business Address	No. 6, Jalan Bandar Temerloh, Taman Temerloh, 28000, Temerloh, Pahang Darul Makmur
3.	Correspondence Address	6/97 Risda Semaian Negeri Pahang, Kampung Awah, 28000, Temerloh, Pahang Darul Makmur
4.	Website	www.tudungadisent.com
5.	E-mail	
6.	Telephone Number	
7.	Fax Number	
8.	Form of Business	Partnership
9.	Main Activity	Fashion
10.	Date of Commencement	1 January 2021
11.	Date of Registration	1 December 2020
12.	Registration Number	(CA0155352-D)
13.	Name of Bank	Maybank
14.	Bank Account Number	