



اَوْنِيُوْ سِيْتِي تِي كُوْلُو كِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)**

**BA1184G**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**BUSINESS NAME : COLORANT INC.**

**PRODUCT NAME : CLOTHING/BRAND**

**PREPARED FOR:**

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Sir,

**Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**COLORANT INC.**” to fulfill the requirements as needed as university requirements.

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

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Thank you,

Yours sincerely,



.....  
Hazriena Adhwa bt Hamdan  
General Manager

## **ACKNOWLEDGEMENT**

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## **EXECUTIVE SUMMARY**

This business plan will introduce Colorant Inc. The business focused on the designed style that we mix the colours with our ideas. Our business is different from others because customers can customize their design and colour on our website, and our products can be categorized as an affordable product because we sell them at a suitable price with the best material. We are a target for all people that have a desire for fashion. Our products are not limited to certain ages and genders because we produce a design that follows the current trend to attract customers.

Colorant Inc. is a partnership business that manufactures and sells t-shirts, pants, hoodies, dresses, and more. It is located in Pavilion, Kuala Lumpur, and is expected to start operating on 16 January 2021. This business is managed by five partners in total. The highest position among the partners is the general manager, followed by the administration manager, marketing manager, financial manager, and operations manager.

Our marketing plans are every month we will make promotions for every product. This is to achieve our marketing objectives, which are to increase sales of our product, to enter new markets internationally and locally, and also to reduce a percentage of loss. We plan to introduce more collections in the future as we upgrade the items from time to time and follow the trend to make our products popular. We also promote our products on social media, offline advertising and websites to let more people know about our business and products. The price for every product is below Rm100, so, the price is quite affordable for customers to buy our items. Customers who spend above Rm100 on our products will get free shipping and a free gift from our store that are limited edition items.

Next, our administration plan is to divide responsibilities to ensure employees' performance, supervise administrative staff, and prepare budgets, policies, contracts, and personnel management. This is to make our business run smoothly, follow the plan that we have already discussed, and achieve our goals.

Last but not least, our operation plan is to manufacture the products after customers make the order. We will produce the items in 2 days and ship them with faster service postage to avoid customers waiting too long for the items. Our business is open 6 days per week from 10 a.m. to 10 p.m. Lastly, our financial plan includes project implementation cost, proforma cash flow, proforma income statement and financial budget that all the information from the operation, marketing, and administration plan for Colorant to increase profit in 3 years.