



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**  
**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)**  
**BA1184G**

**FUNDAMENTALS OF ENTREPRENUERSHIP**  
**ENT 300**

**BUSINESS NAME: DRESS.ME**  
**PRODUCT NAME: CLOTHING/BRAND**

**PREPARED FOR:**  
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**SUBMISSION DATE:**  
16 JULY 2021

## LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

16 JULY 2021

Sir Mohd Aidil Riduan bin Awang Kader  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
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Sir,

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

Attached is the business plan title “**DRESS.ME – CLOTHING/BRAND**” 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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SITI AISYAH BT POAZI	2019843426

Thank you,

Yours sincerely



.....  
NUR SABRINA BINTI SHERIDAN  
General Manager

## ACKNOWLEDGEMENT

Assalamualaikum W.B.T., in the name of Allah, the most merciful and gracious and peace be upon the Prophet Muhammad S.A.W. First and foremost, our deepest praise to Allah for giving us the strength, patience, determination and courage to finalize the task. Without His will, we might didn't submit this task. Alhamdulillah.

To begin with, we highest thanks and gratitude goes to our respected lecturer, Sir Mohd Aidil Riduan bin Awang Kader for giving us his knowledge, guides and experiences. His guidance and support are very helpful to us in order to finalize the task. In addition, we would like to take this opportunity to thanks to our parents that been giving us the endless support, mentally, physically and financially. Their support is the most important as it gives us the courage to complete the task.

Not to forget, we would like send our thanks to all our team, our friends from other classes that helped us through this semester and helped our with this assignment. Also, for switched and shared the ideas together. We believe, without tolerance and cooperation among us, all of us will be struggling to reach the goals. Last but not least, our deepest apology for any mistake that we made during the time given.

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## EXECUTIVE SUMMARY

Our Vision is to become the best clothing brand with high quality at the best price. Our business name is DRESS.ME. Based on our logo, we have three elements which is Windows, symbolizes that we are welcoming our customers. The next element is Plant which symbolizes our customers can explore variety of products which are branded and always up-to-date. The last element is the Women and Face, which symbolizes the power of teamwork in creating an innovative designs. Furthermore, our business Motto is “Choose the best, choose us.” In our business, we focused more on *Kebarung* and *Kurta*. On the other hand, we also sell socks and sandals since it was highly requested by our customers.

Our business located in Kuala Lumpur. The reason why we choose Kuala Lumpur because it is a strategic location to start a business. The way we distribute our products is directly to the customers, because we produce the products in our boutique.

We already have some competitors that already exist in the market such as *whimsigirlsdsgn*, and *Santai.co*. We will compete with them in a healthy way. Moreover, our project outcome is to learn how to do a business and do the action plan for what to do with our business to make sure reach the goals of business. Next, to learn and view data on an interactive the customers in our business and find out the profit and loss.

The uniqueness of DRESS.ME is we use fabrics that imported from countries such as India, Turkey and Korea. The designs that we produce is new and highly trendy from time to time. Additionally, we can give our customers a service through online purchase and can delivery to the customers at anytime and anywhere.

Last but not least, DRESS.ME is suitable for men and women that can get this services especially during festive season. For the future prospect, we hope that our business will expand wider from time to time.