



اُنْبُوْا سِيَّتِي تَبْكُوْا لِي مَاتَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

BA1184H

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS NAME

FASHLOVE

PRODUCT NAME

CLOTHING

PREPARED BY

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LETTER OF SUBMISSION

Diploma in Office Management
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
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16 JULY 2021

Sir Mohd Aidil Riduan Bin Awang Kader
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26400 Pahang

Sir,

Submission of the Business Plan (ENT 300)

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

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

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Thank you.

Yours sincerely,



.....
Nur Aina Izzati Binti Ahmad Rosli
General Manager

ACKNOWLEDGEMENT



Praise to Allah S.W.T, for His mercy and love for letting us complete this assignment with success. We are glad and happy to express our greatest gratitude to all people who spend their valuable time to help and guide us in preparing this assignment.

We would like to say thank you from the bottom of our heart to our lecturer of Fundamental of Entrepreneurship (ENT 300), Sir Mohd Aidil Riduan Bin Awang Kader for guiding us in finishing this project and for teaching us ENT 300. You are truly our star in finishing this project and you have so much patient in teaching us steps by steps.

We also would like to thanks to our friends who have helped us for this assignment. We could not finish this Business Plan report without our friend's support and encouragement. We appreciated it so much. Also, we would like to express our gratitude to our parents who have been with us from the start. Big thanks to all. Thank you.

TABLE OF CONTENT

NO	CONTENT	PAGE
1	LETTER OF SUBMISSION	ii
2	ACKNOWLEDGEMENT	iii
3.	EXECUTIVE SUMMARY	iii
4	Business Model Canvas	1
	1.Business Background	
	1.1 Table of Business Background	2
	1.2 Vision and Mission	3
	1.3 Organization Chart	4
	1.4 Logo and Motto	5
5	2.Owner Background	
	1.1 Manager	6
	1.2 Administration Manager	7
	1.3 Marketing Manager	8
	1.4 Operation Manager	9
	1.5 Financial Manager	10
6.	3.Administration Plan	
	3.1 Introduction (Administration Plan)	11
	3.2 Manpower Planning	11
	3.3 Schedule od Task Responsibilities	12 – 13
	3.4 Schedule of Remuneration	14
	3.5 Equipment	14 - 15
	3.6 Administration Budget	16
7.	4.Marketing Plan	
	4.1 Inroduction (Marketing Objectives)	17
	4.2 Description of Product	17 - 18
	4.3 Target Market	18
	4.4 Market Size	19
	4.5 Competiors	20
	4.6 Market Share	20 – 21
	4.7 Sales Forecasting	22
	4.8 Marketing Strategy	23 – 27
	4.9 Marketing Budget	28

Executive Summary

This business is based on partnership which is, it consists of five (5) members which was hold an important position in the company such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. To start the business, the capital is amounted to RM250,000.00 where the total contribution of each member is RM50,000.00 and the rest RM50,000.00 is from Malayan Banking loan.

The name of our company is Fashlove where is the main product of our business is clothings. The moto of our business is love fashion, love fashlove. Our company is located near Petaling Districts with address Lot 2209, Jalan Setia Jaya, Seksyen 14, 40000 Shah Alam.

Fashlove is a company which focuses on clothing productions in our country which is Malaysia. Our clothing company is familiar with others brand clothing company which is, its provide fashionable and minimalist concept. Fashlove provide fast access to fashion trend, high quality design at the affordable prices. It is very comfortable to wear for everyone.

To make it more attractive and interesting, we provide appropriate clothing for all ages which means not only for young youth, but also for women, middle class and local community. Basically our product is for women and girl as our design of cloths is considered as feminine, graceful and a soothing color design. Most of our products are in trendy, garconne and street style. This is because ladies nowadays like to wear something that look simple yet cute in some ways. Our company provide many cloths that more to nice, comfortable, fashionable in trend and the most important is affordable to own.

Thus, based on our vision and mission of this company, we are venturing into clothing industry or garment industry. We want to be the NO 1 FAMOUS IN THE WORLD BOUTIQUE AND THRIVE ON THE WORLD STAGE. Our products would able to has the potential of being a profitable business if it is done in a good way which is in more systematically managed. This business has a good future prospects because we are producing and selling cloths by using high quality fabrics and materials. We hope that we could make our company become grow more advanced on par with the well-known branded clothing products out there.