



اُنْبُوْا سِيْقِيْ تِيْكَوْلُوْا كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)
BA1184B

FUNDAMENTALS OF ENTREPRENUERSHIP
ENT 300

BUSINESS NAME: THE CHIC FACTORY
PRODUCT NAME: CARGO PANTS

PREPARED FOR:
MADAM NORMILIA BINTI ABD WAHID

PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
Faculty of Business Management
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26400 Pahang

17 May 2021

Madam Normilia Binti Abd Wahid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**THE CHIC FACTORY – CARGO PANTS**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely,

SITI SUHAILAH

.....

Siti Suhailah Binti Sariff
General Manager

ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah S.W.T, for showering his blessings for our assignment project in order to complete the assignment in a successful way. We would like to express our deep and sincere gratitude to our lovely lecturer, Madam Normilia binti Abd Wahid for giving us the opportunity to do this assignment project and providing invaluable guidance throughout this group project. Her motivation has deeply inspired us. She has taught us the method to carry out the project and to present the project works clearly. It was a great privilege to do our work and study under her guidance. We are extremely grateful for what she has do for us. We are also thankful to our parents for their love, prayers and support towards us.

Last but not least, we would like to thank to our beloved classmates that also help us in order to finish this assignment. We would like to thanks to those who always support us especially for this assignment. Never let us down and always give us spirit. Also, give us suggestions on how to improve more on our assignment. A big round of applause and special thanks to everyone.

TABLE OF CONTENTS

LETTER OF SUBMISSION	2
ACKNOWLEDGEMENT	3
TABLE OF CONTENT	4-5
EXECUTIVE SUMMARY	6
BUSINESS MODEL CANVAS (BMC)	7
1. BUSINESS BACKGROUND	8-10
2. OWNER BACKGROUND	10 -15
3. ADMINISTRATION PLAN	16-20
a. Introduction	16
b. Manpower planning	16
c. Schedule of task and responsibilities	17
d. Schedule of Remuneration	18
e. Office furniture, fitting and office supplies	18-19
f. Administration budget	20
4. MARKETING PLAN.....	21
• Introduction.....	21
• Description of products	21
• Target market	21
• Market size	22
• Competitors	23
• Market Share	23-25
• Sales Forecast	25
• Market Strategy	26
• Marketing Budget	27
5. OPERATIONAL PLAN	28
• Introduction	28-29
• Process Planning for Manufacturing	29-31
• Operations Layout	32-33
• Production Planning	34
• Material Planning	35-38

EXECUTIVE SUMMARY

The Chic Factory is run as a partnership, with four (4) individuals holding key positions in the company, including General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. The Chic Factory is located Lot 3040, Jalan Haji Mahfuz, Kampung Bukit Kerayong, 42200, Kapar, Selangor .

Nowadays, cargo pants have become a hot topic among young people all over the world, with cargo pants being worn for trendy fashion and aesthetic purposes. As a result, it occurred to us to design an affordable product that would be the greatest choice for people in their daily lives as well as for fashion purposes. Our business offer to people a pant made with high quality materials. Our team always ensures to sell something affordable but still maintaining the quality of the products. The brand name of our product is Cargo Pants which is the pant are inspired from the brand of the H&M, the famous clothing retail company around the world. The Cargo Pants we sell has 6 pockets and have 3 different colors that are very suitable to wear at work or in daily life. Our Cargo Pants are suitable for both men and women or we call it genderless. Our Cargo Pants are made from thick fabric and stretchy cotton with an elasticated, drawstring waist and side, back and leg pockets with a flap and press-stud.

The price of each Cargo Pants is so affordable which is RM 35.00 only. Based on the size of our market and our defined market area, our sales projection for the first year is RM189,000.00. We received a loan from Maybank for RM 50, 000 over three years. Our company will repay RM 20, 167 in loans over the next three years.