



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

ASSIGNMENT 3: BUSINESS PLAN

FACULTY OF CIVIL ENGINEERING (EC110)

STYLO BAG

CUSTOMIZATION AND DESIGNING BAG

PREPARED FOR:

MADAM ILYANI BINTI AZER

PREPARED BY:

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LETTER OF SUBMISSION

Diploma in Civil Engineering (EC110)
Faculty of Civil Engineering
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

10 JUNE 2021

Madam Ilyani Binti Azer
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Dear Madam,

Submission of the Business Plan (ENT 300)

This is to inform you that we have completed the business plan that you had assigned us to do and the business plan title “**STYLO BAG-CUSTOMIZATION AND DESIGNING BAG**” to fulfill the requirements as needed as university requirements.

In writing this report, we have followed the instructions that you give to us and we also applied the concepts that we learned throughout our course. We have defied our marketing plans, financial calculations, strategies, and also competencies.

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

- | | |
|--|--------------|
| 1. ADAM NUHA BIN AIDIL MUHTARAMI | (2019261788) |
| 2. MUHAMMAD FIKRI BIN MOHD HANAFI | (2019203448) |
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Thank you,

Yours sincerely

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MUHAMMAD FAKHRI BIN ROSLI

General Manager

ACKNOWLEDGEMENTS

Bismillahirrahmanirrahim and Assalamualaikum wbt. Greetings to all who are reading our assignment. Alhamdulillah, we are thankful to Allah SWT because with his bless and permission we can complete this business plan task together without any heavy problems. Alhamdulillah, we are most grateful to our creator, Allah S.W.T. for the completion of this Business Plan as one of the prerequisite that should be achieve in the course work evaluation for the code ENT 300.

We would like to express our gratitude to our parents for their assistance in completing our business plan. This business plan was created with a lot of help and support from our friends and family. Furthermore, we should not forget to thank our instructor, Madam Ilyani Binti Azer, for her goodwill in assisting us with this project. She did us a favour by supplying us with useful knowledge. Without our lecturer's help, this business plan cannot be accomplished successfully.

We are able to prepare and improve ourselves to deal with the problems that arise during our research as a result of these problems and challenges. This business plan covers management, marketing, operations, financial, and training strategies, as well as any other information needed to launch a new company.

Finally, we thank everyone who participated in and contributed to this business plan, whether directly or indirectly, for their efforts and involvement in our project prior to the completion of our business plan with progress. We'd also like to express our gratitude to everyone else who assisted us in many ways in completing this project, and we hope that this business plan report will provide us with some insight into entrepreneurship and how to become a businessman in the future.

Thank you.

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To conclude, we believe that the business will extend not only in one place but also all over Malaysia. Furthermore, giving the best quality of customer services in order to be the best among all bags store. Lastly, to fulfill our vision and mission of our business.

We have a belief that with our marketing plan and strategy proposed earlier, our business shall never be brought down by any means or ways there are as we had done a lot of research and development and repetition to develop the best marketing strategy suited for our very own business.

Furthermore, regarding the operational plan that has been proposed earlier, we strongly belief that we will achieve success at a whole different level with the main reason, we had arrange, re-arranged and develop the best flow of work for our bags store, managing our employee at it's best and finally managing our resources accordingly. With any ways and means, this may be the main reason for being extremely positive to gain experience and success in the days of the future.

Last but not least, referring to the financial plan that we had produced exclusively for this business plan, we could say that if our business were about to be a reality, we will succeed with flying colors. The reason are that in the financial part that we've made, every inches of details including salary of employer and employee, net profit margin and gross profit margin, taxes and also utilities and insurance had been taken care very precisely, thus producing an established and stable financial outcome for the upcoming challenges.