



BUSINESS PLAN REPORT



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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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1. EXECUTIVE SUMMARY

Bibbidi Boutique is a fashion rental service that operates through a physical store, offering affordable and stylish clothes sourced from bundle and pre-loved stores. The business operates from a physical store located at No. 7, Jalan Niaga Bestari 6, Puncak Bestari, 42300 Bandar Puncak Alam, Selangor, Malaysia. Our company's target is young adults, particularly students, who seek fashionable outfits that won't put a strain on their allowance. The company also uses online platforms such as TikTok and Instagram mainly for marketing strategies and promotional purposes, while all rental transactions and purchases are made directly at the physical store. The approach allows clients to browse and try the outfits in person before renting the piece. The company's mission is to make fashion more eco-friendly, budget-friendly and sustainable for our clients by providing a clothing rental that promotes the reuse of pre-loved outfits without over-consumption of materials used by manufacturing and offer a pleasant in-store experience.

The core service offered is a clothes rental system where clients can browse curated collections and rent outfits for a specific period, fully tailored to their desired preferences. All the clothes are sourced from selected pre-loved stores, carefully inspected, curated and redesigned and maintained to ensure cleanliness and quality. Furthermore, the online showcases are used to attract the clients and promote new arrivals. The company holds a competitive advantage through its student-friendly pricing and transparency with its physical store concept, which provides customer consultation and the opportunity to fully browse a clothing item before fully committing to renting an item. In addition, the use of bundle and pre-loved clothes helps keep the costs low while supporting sustainable fashion practices, making it more appealing to budget-conscious and storage-conscious clients. Moreover, the renting element saves the client from the burden of having clothes forever collecting dust at the back of their wardrobe from the fast-fashion trend.

The boutique operates from a two-storey building strategically located within a commercialised area surrounded by other retail outlets. The ground floor serves as the main customer area, consisting of a display room, counter, displays, furnished and accommodating waiting area, fitting rooms, cleaning and alteration space and so on. The upper floor is dedicated to administrative and operational activities, including area for the workers, and the director's office. The area also accommodates a content creation room for promotion, live and online, as well as facilities such as a prayer room and bathroom for staff convenience. The

location is easily accessible for both private and public transportation, with available parking spaces, plus being in a commercialised area meant clients will come and go with a higher chance of passing by the store.

The business is managed by a team to ensure efficient operations. The Director oversees overall operations and strategy, while the Operational Manager handles daily store activities and client orders. A Consultant assists customers in-store, the Logistics Staff manages delivery and supply collection, and the Financial Manager oversees the overall financial aspects. The Marketing Manager is responsible for social media promotion and live-marketing, while the Quality Control Manager ensures quality and handles the returned items.

Financially, the business generates revenue through rental fees collected at each sales made. Operating costs include monthly shop rental, utilities, staff salaries, clothing purchases from bundles, transportation, and one-time expenses for equipment and machines. Despite these fixed costs, the business is expected to achieve stable income due to consistent clients whom wished to find affordable fashion alternatives that won't build up their wardrobe. Returns are expected through recurring rental income supported by effective marketing and a strong in-store customer engagement. With the increasing demand of affordable fashion, the business has strong potential for long-term growth.

2. COMPANY PROFILE

2.1 Entrepreneurial Background



Figure 1: Company logo

VISION: To become a trusted budget personal styling and rental service that helps individuals look confident and event-ready without financial burden, while promoting sustainable fashion choices.

MISSION: To offer budget friendly personal styling services that combine affordability, sustainability, and convenience.

Bibbidi Boutique was established in 2025 to address a growing need for affordable event fashion rental and styling services among students and young adults. Many individuals struggle to prepare suitable outfits for formal events due to limited budgets and lack of styling knowledge. The business provides personalised styling solutions for clients attending graduations, weddings, formal dinners, and festive celebrations. Since its establishment, Bibbidi Boutique has developed an online presence through social media platforms and has initiated collaborations with local bundle (thrift) stores as its key partnership, to provide affordable and sustainable outfit options. We also serve clients with customised styling plans to maximise wardrobe use and budget efficiency.

Bibbidi Boutique operates as a Partnership, as it allows joint management and shared responsibilities among the partners, supporting efficient operations, clear task distribution, and low operational costs, which is ideal for a small-scale service business. As for the management, Bibbidi Boutique is managed by a structured team to ensure smooth business operation and

high quality service for both online and in-store customers. The business is led by the Director which is the owner, who oversees overall operations and strategic decision making. Supporting the director is the Operation manager who is responsible for managing customers and orders from both online and physical stores. The logistics coordinates deliveries and handles supplies, while the Financial Manager oversees cashier duties and financial records.

To expand on, the Marketing Manager is in charge of social media accounts, live selling, and promotional campaigns, supported by a Marketing Live Person and a Marketing Banner Staff who assist with online presentations and in-store advertising. The Quality Control Manager ensures that all clothing is in excellent condition and manages returns. To provide additional support, Bibbidi Boutique employs a cashier, two sales consultants, a delivery person, a clothes cleaner, and a janitor. This combination of management and supporting staff allows the boutique to operate efficiently, and maintain high quality to deliver professional styling services to all clients.

2.2 Company Background

Business Name	Bibbidi Boutique
Business Address	Bibbidi Boutique No. 7, Jalan Niaga Bestari 6, Puncak Bestari, 42300 Bandar Puncak Alam, Selangor, Malaysia.
Website	www.bibbidiboutique.com.my
Email	bibbidiboutique.service@gmail.com
Contact Number	+603-5870 2346
Fax Number	+603-5870 1235
Form of Business	Partnership
Main Activity	Offering Clothes Rental and Styling Service
Date of Business Commencement	03 January 2025
Date of Registration	20 February 2025
Registration Number	202501234567
Bank Account	Maybank Berhad
Bank Account Number	6776201642

Table 1: Company background

3. INDUSTRY ANALYSIS

3.1 Industry Overview

The fashion and personal styling service industry in Malaysia has grown steadily in recent years, driven by changing consumer lifestyle, increased social media influence, and a higher frequency of social and formal events. Young customers, particularly students and young adults, place strong emphasis on appearance for occasions, may it be for dinners, formal events, graduations, photoshoots, or special occasions. However, we noted that many individuals seek stylish and presentable outfits without the high cost of purchasing new clothing for one time use because of the rising cost of living.

At the same time, the industry has seen a shift towards service based and sustainable fashion models, including outfit rental and personalised styling services. Digital platforms such as Instagram, TikTok, and live selling have further expanded market reach, allowing small fashion businesses to connect directly with customers. As a result, the industry presents strong opportunities for businesses that offer budget friendly, quality driven, and convenient styling services, particularly those targeting young and price conscious customers. Thus, by recognising this gap as well as opportunity in the market, Bibbidi Boutique is aiming to provide a budget friendly, curated outfit set along with personalised styling support to help customers look confident and well prepared for any occasions.

3.2 Industry Size, Growth, and Sales Projection

3.2.1 Industry Size

Bibbidi Boutique will be popular among students and young adults who are looking for stylish yet affordable outfits for social and formal events without the need to purchase expensive clothing. This strong appeal is reflected in the estimated market size as what is shown in the chart below.

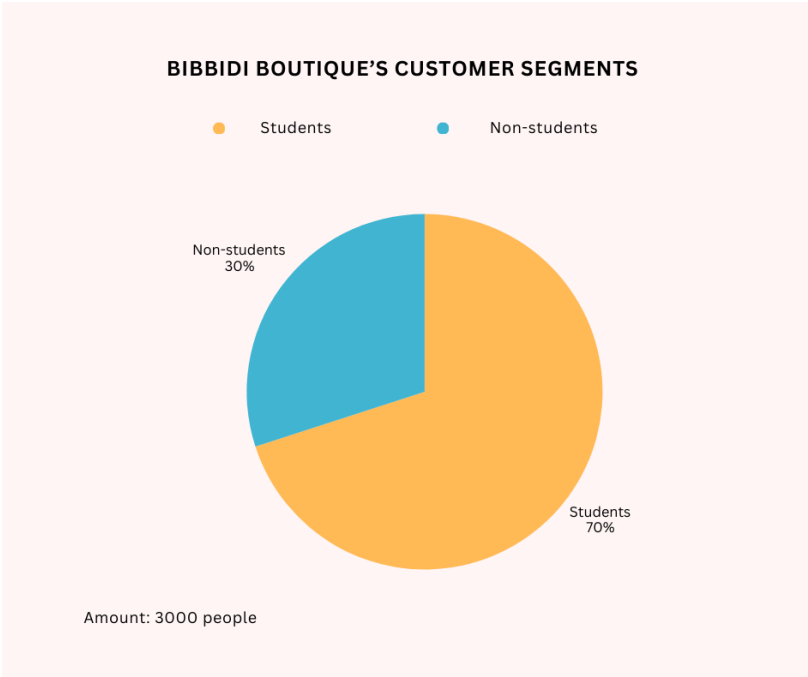


Figure 2: Customer segments pie chart

Out of an estimated 3,000 potential customers, female students make up the largest segment at 70%, equivalent to approximately 2,100 individuals. This is because students frequently attend social and formal events such as dinners, graduations, and campus functions, while also being more price-sensitive and therefore attracted to affordable fashion and styling services. While the remaining 30%, or about 900 customers, consist of non-students and young working adults who require presentable outfits for work-related events, weddings, dinners, and formal occasions. Together, these two segments form a strong and sustainable customer base for the business.

3.2.2 Industry Growth

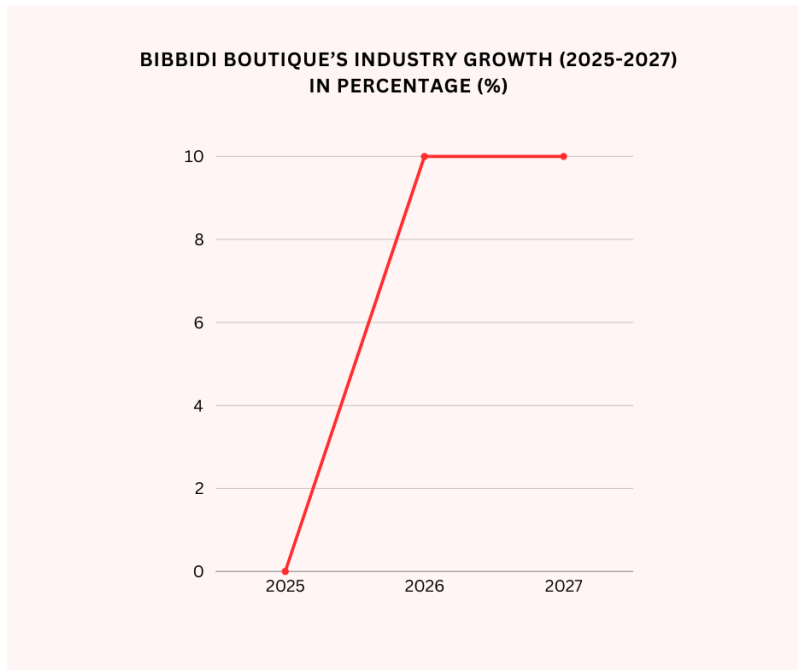


Figure 3: Industry growth line chart

Bibbidi Boutique will aim to achieve the following target sales every year as an indication of the performance of the company. The industry is expecting to experience steady growth, as reflected in Bibbidi Boutique's projected annual sales increase approximately 10% per year. This growth is driven by rising demand for affordable styling services among students and young adults, increasing social events, and stronger engagement through social media and digital platforms.

3.2.3 Sales Projection



Figure 4: Sales projections bar chart

For sales projection, we aspire to achieve a consistent growth rate as we build partnerships, customers, and repeat bookings for our service. As shown in the bar chart above, we expected the growth to be steady as predicted in the span of three years (2025-2027). Here, in our first year the revenue is expected to be at RM1,425,600. As the second and third goes, it climbs up steadily at 10% growth rate, with 2026 having the revenue of RM1,568,160, and 2027 being RM 1,724,976.

3.3 Industry Trends

3.3.1 Economic Trends

The rising cost of living makes budget friendly services attractive especially to students and young adults as young consumers prefer 'value for money' solutions. Many fashion rental services out there offer premium prices outfits that don't really suit their pockets. Thus, we are confident that our Bibbidi Boutique will receive a warm welcome from our targeted audiences and those who appreciate in making the world better by practising a more sustainable lifestyle by choosing sustainable fashion choices with us, while also saving their pockets from unwanted financial burden.

3.3.2 Social Trends

Bibbidi Boutique responds to the current social trends by offering outfit rental and styling services that meet modern fashion needs. With the growing focus on personal appearance for social and formal events, customers can rent stylish outfits and receive professional styling to look confident without purchasing expensive outfits. The boutique also supports the increasing acceptance of thrifted and sustainable fashion by promoting outfit rentals that encourage reuse and affordability. In addition, Bibbidi Boutique serves the strong influence of social media by helping customers achieve trendy, visually appealing looks inspired by popular online fashion trends.

3.3.3 Technological Trends

Bibbidi Boutique also jumps on the current technological trends by actively using Instagram, TikTok, WhatsApp, and live selling to market our services and engage with clients through fashion content, promotions, and direct communication. In line with the growing popularity of digital services, the boutique also offers virtual consultations as well as online transactions, ordering, and guides, to allow customers to receive personalised fashion advice and plan their outfits conveniently from everywhere.

3.3.4 Political/Regulatory Trends

Bibbidi Boutique operates within a favourable political and regulatory environment, as there is minimal regulation for small service based businesses, allowing the boutique to run efficiently with lower compliance costs. In addition, government support for SMEs and youth

entrepreneurship provides opportunities for financial assistance, training programmes, and incentives that can help us grow and sustain our rental and styling services.

3.4 Key Success Factors

3.4.1 Affordability

Bibbidi Boutique succeeds by offering fashionable and well styled outfits at rental prices that are more affordable than purchasing new clothing. This allows customers, especially students and young adults, to look trendy for social or formal events without financial burden, making the service attractive and accessible.

3.4.2 Strategic Partnerships

Strong and reliable partnerships with bundle stores and clothing suppliers enable Bibbidi Boutique to source quality and fashionable items at lower costs. These partnerships ensure a steady supply of outfits, maintain variety in collections, and support the boutique's ability to meet customer demand consistently.

3.5 Long-term Industry Prospects

To conclude, the long-term industry prospects for the fashion rental and styling industry are positive. This is so because growing awareness of sustainable and affordable fashion encourages more consumers to choose rental services over purchasing new clothing. Social media will continue to influence fashion trends, increasing demand for professionally styled, event-ready outfits. Advances in digital platforms, such as virtual consultations and online bookings, will further support industry growth by making services more accessible. In addition, continued government support for SMEs and youth entrepreneurship creates a favourable environment for small fashion service businesses like Bibbidi Boutique to expand and remain competitive in the long run.

4.0 PRODUCT OR SERVICE DESCRIPTION

4.1 Opportunity

Bibbidi Boutique gains an advantage in opportunity due to its increasing number of attendees and gatherings being held, and with students and fresh young adults facing financial constraints, the opportunity is too big to miss. With the rising cost of living, many are more price-sensitive yet still actively looking for alternatives to look fashionable and confident. At the same time, awareness towards sustainable fashion has been growing these past years, making rental clothes more appealing compared to purchasing new clothes and adding to the pile.

In Puncak Alam, most fashion retail shops focus more on selling than renting, thus creating a gap in market for a boutique that's dedicated to offering rental services that provides affordable, stylish and ready made event outfits. Supported by strong social media influence, Bibbidi Boutique is very well positioned to gain popularity and business opportunity as it is practical, budget-friendly and most importantly sustainable.

4.2 Details of Service

The business offers a physical rental service that provides clients with access to varieties of fashionable and affordable outfits within a rental period. The clothing items are mainly sourced from bundle and pre-loved suppliers and are systematically selected, organised, cleaned and maintained to ensure quality and hygiene. Customers are required to visit the actual physical store to browse, try on, rent and return the outfits. Of course, our company offers a delivery service to be more convenient. The rental prices are set at a reasonable and affordable rate to suit students and young adults with limited income and or allowance.

4.3 Market Fit of the Service

The service our company provides fits into the low-cost and competitive part of the fashion market. It is designed to allow clients to find outfits of their preferences, or those who wish to look stylish for special occasions without paying the full cost and permanently owning formal or trendy clothes they'd only wear when it suited the said occasion. The clients would not need to be burdened with an item of clothing that would just fill their wardrobe. By offering rental options through a service as such, the business positions itself as a practical alternative to retail clothing stores.

4.4 Value Proposition

The value proposition of the business lies within its ability to provide economic and practical benefits to its clients. The ability to rent clothes allows clients to save money, avoid unnecessary spending on one-time outfits, while still enjoying the access to a wider range of styles and experimenting with new fashion. In addition, the service promotes sustainable fashion by encouraging the reuse of clothing, which reduces material waste in production of new clothing lines. This creates value for customers through cost savings, and also the environment through responsible consumption.

4.5 Anticipated Customer Demand

The demand for a clothing rental service is that the service itself is expected to be consistent due to the increasing demand for affordable fashion, and due to the inventory to not only fit the newest trend in fashion but provide some vintage or retro options to fit the taste of selected clients. Many clients require suitable outfits for events such as formal dinners, ceremonies, social gatherings, and fun events. The presence of a physical store allows clients to inspect the clothes and try them out, thus increasing confidence and trust in the service, and with the added consultation, clients will have the maximum shopping experience.

4.6 Existing Competition

Bibbidi boutique operates in a market where competition mainly comes from physical clothing stores and bundle shops that sell affordable and trendy clothes to students and young adults. These companies generally focus on the sale of pre-loved and general donated or bought clothes. While these competitors fulfill the need for affordable clothes, most don't adhere to clients' preferences and would not have the in-store consultation services provided in Bibbidi Boutique, which differentiates itself by it.

However, it cannot be denied that each competitor has its own strengths and weaknesses. As said, the limitation to only be a physical store for clothes to be owned and browse, Bibbidi Boutique uses the advantage of having a rental service to create the opportunity to make it into our advantage.

5. MARKET ANALYSIS AND STRATEGY

5.1 Market Analysis

5.1.1 Marketing Objectives

The most prominent marketing objective of Bibbidi Boutique is to establish itself as a preferred clothing rental boutique for female students, mainly students around UiTM Puncak Alam and young adults around Puncak Alam. As a newly established business, Bibbidi Boutique aims to capture approximately 5% to 8% the target market within its first year of operation by offering affordable, fashionable and sustainable rental outfits for formal dinner events. Another objective is to actually increase brand awareness through consistent social media engagement, particularly through live sessions that allow customers to view available outfits in real time and interact directly with the brand. In addition, Bibbidi Boutique seeks to encourage repeat usage by providing convenient online enquiries and delivery services in order to ensure high customer satisfaction and long-term sustainability.

5.1.2 Market Segmentation

Target Market

Bibbidi Boutique primarily targets female customers aged between 18 and 25 years old, consisting mainly around Puncak Alam. The focus on female customers is based on the higher demand for formal attire among women for events such as formal dinner and award ceremonies. University students form the core customer base as they frequently attend faculty-organised dinners and academic events but often lack the financial ability to purchase expensive formal outfits for only one-time use.

Demographic Segmentation

From a demographic perspective, Bibbidi Boutique targets female individuals within the range of 19 to 25 years old who have low to moderate disposable income. The majority of customers are students who rely on allowances or part-time income which makes them highly price-sensitive when purchasing clothing. As a result, renting formal attire presents a practical alternative to purchasing new outfits. This demographic group is also highly active on social

media platforms which also makes them more receptive to online promotions, live sessions and digital booking systems offered by Bibbidi Boutique.

Geographic Segmentation

Geographically, Bibbidi Boutique focuses on customers located around Puncak Alam and its surrounding residential areas. The boutique’s location that is also near to the university provides easy access for students who prefer in-store fitting and physical collection of outfits. At the same time, Bibbidi Boutique’s online booking and delivery service expanded its reach to students living off-campus. This dual offline and online presence allows the business to cater to a wider geographic area without significantly increasing operational costs.

Psychographic Segmentation

Bibbidi Boutique targets customers who are fashion-conscious, budget-aware and increasingly concerned about sustainability. Many students and females value looking presentable and stylish during formal events but are reluctant to spend large amounts of money on clothing that will be worn only once or twice. Other than that, there is a growing awareness among young consumers regarding sustainable fashion practices that leads to greater acceptance of rental and pre-loved clothing. Bibbidi Boutique’s concept of remaking and altering used clothing into new, attractive design aligns well with these values that makes the service appealing to environmentally conscious consumers.

5.1.3 Market Size

Female Population in Puncak Alam, Selangor area

Total population of Puncak Alam	-	50,000
Estimated female population (≈50%)	$50,000 \times 50\%$	25,000
Estimated females aged 18-25 (≈35%)	$25,000 \times 30\%$	7,500

Estimated females attending formal events annually (≈50%)	$7,500 \times 40\%$	3,000
Estimated potential rental users	Rounded figure	3,000

Table 2 : Estimated Female Population in Puncak Alam

No.	Services	Estimated Sales per Service	Total Estimated Sales/Month (RM)
1.	In-store Outfit Rental	$RM60 \times 1,320$ rentals	RM79,200
2.	Online Outfit Rental + Delivery	$RM75 \times 528$ rentals	RM39,600
Total Estimated Sales per Month			RM118,000

Table 3 : Estimated Sales per Month

Total Market Size

Estimated total Market Size	$RM60 \times 1,320$ (In-store purchase) + $RM75 \times 528$ (Online + Delivery) = RM118,800
Total Sales per Year	$RM118,800 \times 12$ =RM1,425,600

Table 4 : Total Market Size

5.1.4 Estimated Market Share and Sales

Bibbidi Boutique Market Share and Sales			
Year	2025	2026	2027

Market Share (%)	5%	8%	10%
Total Sales (Service)	1,802 rentals	2,884 rentals	3,605 rentals
Total Sales (RM)	115,800	185,300	231,700

Table 5 : Market Share and Sales

The market share of our business is expected to grow steadily over the first three years. In 2025, we estimate capturing 5% of the total potential market, gradually increasing to 8% in 2026 and 10% in 2027. This growth is influenced by the rising demand for outfit rental services among young females, particularly those attending formal events in Puncak Alam. As our business gains recognition and builds a loyal customer base, more potential users are likely to choose our services over competitors. The market share is also supported by trends such as the preference for convenient online rentals with delivery, as well as personalized in-store experiences. These factors make it easier for our business to attract and retain customers, especially among the younger generation who are more likely to try new services

Market Share Before Bibbidi Boutique Enters The Market

Competitor	Market Share (%)	Market Share Yearly (RM)
Merabba Vintage Clothing Bundle	40	926,640
Selongkar Store	30	694,980
TOVESCARFS Boutique	15	347,490
Total Market	100	2,316,600

Table 6 : Market Share before Bibbidi Boutique enters the market

Market After Bibbidi Boutique has Entered The Market

Competitor	Market Share (%)	Market Share Yearly (RM)
Merabba Vintage Clothing Bundle	40	926,640

Selongkar Store	30	694,980
TOVESCARFS Boutique	15	347,490
Bibbidi Boutique	10	231,660
Total Market	100	2,316,600

Table 7 : Market After Bibbidi Boutique has Entered The Market

5.1.5 Sales Forecast

Month	Sales Forecasting (RM)
January	118,800
February	118,800
March	118,800
April	118,800
May	118,800
June	118,800
July	118,800
August	118,800
September	118,800
October	118,800
November	118,800
December	118,800
Year 1	1,425,600
Year 2	1,568,160
Year 3	1,724,976

Table 8 : Sales Forecasts

5.2 Competitor Analysis

Bibbidi Boutique operates in a competitive market environment that includes direct, indirect and potential future competitors. Direct competitors are businesses that offer similar clothing products to the same target market, while indirect competitors provide alternative solutions that fulfil the same customer need such as purchasing affordable clothing instead of renting. In the Puncak Alam area, most competitors operate as bundle or retail clothing stores rather than providing rental services which indicates that while competition for affordable fashion exists, dedicated clothing rental services remain limited. This presents an opportunity for Bibbidi Boutique to differentiate itself through its rental-based business model, physical store transparency and also to focus on sustainable fashion.

Competitors	Strengths	Weaknesses
Merabba Vintage Clothing Bundle	<ul style="list-style-type: none"> • This store offers affordable pieces and have wide selection of pre-loved clothing • Popular among students 	<ul style="list-style-type: none"> • They do not provide rental service • Customers must have purchased clothing even for one-time use • Have very limited formal outfit options
Selongkar Store	<ul style="list-style-type: none"> • Low-cost bundle clothing which appeals to budget conscious customers 	<ul style="list-style-type: none"> • They do not provide rental option • INconsistency in terms of quality and sizing • Customers must store clothing after purchase
TOVESCARFS Boutique	<ul style="list-style-type: none"> • New and trendy clothing designs that are relevant for young adults • Very strong aesthetic appeal 	<ul style="list-style-type: none"> • Offers higher prices which are not suitable for people with limited budget • No rental option

Table 9 : Competitors strengths and weaknesses

5.2.1 SWOT Analysis

	Opportunities (external, positive)	Threats (external, negative)
Strengths (internal, positive)	<p>Strength-Opportunity strategies</p> <ul style="list-style-type: none"> ▪ Use affordable, student-friendly pricing and curated sustainable outfits to attract students interested in eco-fashion. ▪ Leverage social media to promote the boutique’s unique in-store experience and sustainable collections. ▪ Partner with universities or student organizations to host events and increase brand visibility. 	<p>Strength- Threats strategies</p> <ul style="list-style-type: none"> ▪ Highlight the boutique’s curated quality and eco-friendly approach to differentiate from established competitors. ▪ Offer personalized consultation and fitting services to maintain customer loyalty despite competition. ▪ Promote sustainability and budget-friendly advantages to counter fast-changing fashion trends and economic constraints.
Weaknesses (internal, negative)	<p>Weaknesses-Opportunity strategies</p> <ul style="list-style-type: none"> ▪ Increase marketing efforts online to build brand recognition among students and young adults. ▪ Expand inventory variety gradually to meet demand while maintaining sustainable sourcing. ▪ Introduce loyalty programs or referral incentives to turn weaknesses in recognition and inventory into growth opportunities. 	<p>Weaknesses-Threats strategies</p> <ul style="list-style-type: none"> ▪ Carefully manage inventory and supplier relationships to avoid shortages or outdated fashion, reducing risk from fast-fashion competitors. ▪ Monitor competitors’ pricing and adjust promotional offers to remain attractive to students. ▪ Focus on niche eco-friendly fashion to differentiate, reducing direct competition with established stores.

Table 10 : SWOT Analysis

5.3 Barriers To Entry

High Startup Costs

Opening Bibbidi Boutique can be challenging as it requires significant initial investment to secure a physical location, purchase inventory and to set up the boutique's interior. These costs can be a major obstacle for new businesses trying to enter the market. Additionally, maintaining a variety of trendy outfits requires continuous spending to keep up with fashion trends. High startup costs increase the risk for the owner, especially in the first year when sales are still growing.

Established Competitors

Bibbidi Boutique's competitors already have loyal customers and a strong presence in Puncak Alam. This makes it challenging for Bibbidi Boutique to attract and retain customers in the early stages. The established competitors have experience in marketing, pricing and inventory management which give them the upper hand in this industry.

5.4 Marketing Strategy

Bibbidi Boutique aims to differentiate itself from competitors by focusing on providing value through product variety, competitive pricing, targeted promotions and multiple distribution channels.

5.4.1 Product

Unlike our competitors, Bibbidi Boutique offers a wide range of trendy and high-quality outfits that we retrieved from pre-loved items and reusable outfits, promoting the essence of making use of reusable items. Each outfit is tailored to meet clients' style preferences and is available for a rental for a set period. Bibbidi Boutique emphasizes on sustainable fashion practices which give clients the opportunity to enjoy trendy outfits without contributing to overproduction and go over their budget.

5.4.2 Price

The boutique offers student-friendly pricing that considers the problem of budget constraints. Rentals are affordable which makes it accessible for young adults who want fashionable clothes without overspending. By sourcing from pre-loved and bundle stores,

Bibbidi Boutique keeps costs low while maintaining quality. This allows competitive pricing without compromising the service.

5.4.3 Promotion

Marketing focuses on digital promotion through social media ads by making use of Tiktok and Instagram to showcase and promote our outfits in order to attract attention from the potential customers online around Puncak Alam. Promotions include highlighting new arrivals, special events and eco-friendly initiatives, as well as engaging content to encourage visits to the physical store.

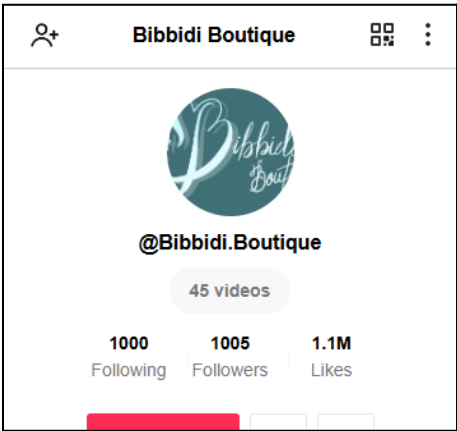


Figure 5 : Bibbidi Boutique's Tik Tok Account

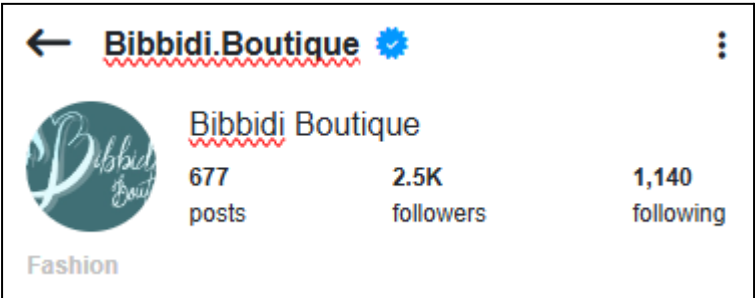


Figure 6 : Bibbidi Boutique's Instagram Account

5.4.4 Distribution

All rental transactions occur at the physical store which allows clients to try on outfits before renting. This ensures transparency, customer satisfaction and also personalized consultation to avoid any problem in renting our products. The combination of store experience

with social media marketing ensures clients are aware of available collections while enjoying the convenience of browsing physically.

Direct Channel	Location	Country/State
Store	7, Jalan Niaga Bestari 6, Puncak Alam	Selangor
Online Channel	TikTok, Instagram	Malaysia

Table 11 : Distribution of the product

5.4.5 Sales Tactics

In-Store Rental Process

Customers visit Bibbidi Boutique’s physical store, browse curated pre-loved and bundle clothing collections, and try on outfits. Staff provide personalized consultation, helping clients choose items that suit their style, event, and size. Once a client selects an outfit, they rent it for a specified period, paying directly at the store. The boutique ensures the clothes are clean, well-maintained, and ready to wear, giving a seamless and satisfying rental experience.

Social Media-Driven Foot Traffic

Bibbidi Boutique uses platforms like TikTok and Instagram to showcase new collections and trending outfits. Online content is designed to engage the target audience which are students and young adults, and drive them to the physical store for rentals. Promotions such as limited-time offers, referral discounts or first-time renter perks are used to convert online interest into actual rentals. This combination of online promotion and in-store transaction ensures a continuous flow of customers and repeat rentals.

5.4.6 Pricing Tactic

Flat Rental Rate

Bibbidi Boutique uses a flat rental rate to make fashion affordable and predictable for students and young adults. The rate is RM60 per outfit for in-store rentals and RM75 per outfit for online rentals with delivery which allows clients to know exactly how much they will pay regardless of the outfit’s original value or any altering that is added to their outfit. This simple

6.1.2 SOURCES OF EQUIPMENT

The sources of equipment were carefully identified to support efficient business operations while maintaining garment quality, hygiene, and customer satisfaction. Essential equipment such as washing machine, dryer, printer, cashier machine and computers will be sourced from major appliance retailers to ensure durability and warranty coverage. Garment racks, hangers, mirrors, laundry detergent and other consumables are also included to maintain clothing organisation, cleanliness, and operation. For packaging and delivery, sealed plastic bags, paper bags and hanging dust covers are used to protect garments and facilitate smooth customer transactions. Equipment such as a sewing machine, sewing kit, and measuring tapes are also included to allow minor alterations and sizing adjustments. Most equipment are sourced from local retail stores or specialty suppliers for affordability, durability, and ease of replacement, with consideration for scalability as the business grows.

6.1.3 SOURCES OF INVENTORY

The clothing inventory is sourced through multiple channels to ensure variety, quality, and affordability for small-scale events. As for our primary sources, we will be collaborating with AQICLO in order to obtain affordable, high-quality, and on-trend clothing items. Pre-loved clothing in good condition from the team's personal collection is also incorporated, alongside unwanted clothing from students, which is carefully inspected, cleaned, and repurposed. Each item undergoes a quality control process to make sure it is clean, damage-free, and suitable for the intended event themes. Clothings are selected based on current trends, sizes, and styles that appeal to the target market, so that customer preferences are met. Therefore, having a multi-source strategy provides a diverse, cost-effective, and sustainable inventory that is ready to meet customer demands efficiently.

6.1.4 SUPPLY CHAIN

The supply chain is designed to ensure a smooth, reliable, and efficient flow of clothing inventory from suppliers to the store and ultimately to customers. Inventory is sourced from nearby bundle shops, personal collections, and students' unwanted clothing are transported to the store through a planned logistics system to maintain timeliness and garment quality. Hence, our supplies will be restocked every month. Upon arrival, the stocks will be stored in the storage room before going through inspection. All clothings will undergo a thorough inspection and cleaning process to ensure it meets customers' standards. Once approved, clothing items are systematically organised and displayed for rental. Moreover, a digital calendar and inventory tracking system is used to monitor stock levels, manage trends, and accommodate last-minute requests, ensuring that popular items remain available. Returned items are carefully inspected, cleaned, and restocked for future rentals, maintaining both inventory readiness and quality standards. This supply chain approach not only ensures operational efficiency and customer satisfaction but also supports sustainability by maximizing the use of pre-loved clothing and minimizing waste.

6.1.5 PARTNERSHIP

In order to obtain reasonably priced, stylish, and high-quality clothing for small-scale events, the company has formed a strategic alliance with AQICLO, a nearby bundle store that specialises in pre-loved clothing. This partnership enables the company to keep expenses down while maintaining a sustainable and varied inventory. It also provides AQICLO with a reliable resale channel and additional exposure for their products, ensures a steady supply of trending garments, and supports the company's goal of meeting customer demand efficiently.

6.2 PRODUCTION

6.2.1 OPERATION HOURS

The business operates six days a week, from Tuesday to Sunday, and remains closed every Monday as well as on public holidays. Operating hours are from 10:00 a.m. to 5:00 p.m., which allows sufficient time for customer consultations, garment preparation, and order coordination. These operating hours are structured to accommodate both walk-in customers and scheduled bookings efficiently.

6.2.2 CONSULTATION & SCHEDULING

For walk-in consultations, customers may enter the shop and approach our sales consultant to discuss their clothing requirements such as event type, theme, and size preferences. Based on the consultation, suitable outfits are recommended and presented for selection. Once an outfit is chosen, customers may either use it immediately or opt for a scheduled booking. A preparation period of one hour is required prior to collection to allow for steaming, wrinkle removal, or minor fitting adjustments. Alternatively, for customers who wish to reserve outfits in advance, a booking system is implemented to monitor availability and prevent scheduling conflicts. All bookings must be made at least one day prior to the intended usage date, with cancellations permitted up to three hours before the scheduled collection time. Moreover, the store also supports online consultations and bookings. Customers can contact us via WhatsApp and the media team will respond within one hour during operating hours. However, online orders require three hours of preparation and delivery time. Therefore, customers must book at least three hours before the event to reduce the risk of last-minute issues, including fitting adjustments or logistical delays.

6.2.3 GARMENT PREPARATION

Upon confirmation of an order, each outfit will undergo a quality inspection to ensure the cleanliness, fitting as well as its overall condition. Garments are steamed or ironed to remove wrinkles, and minor reversible alterations are performed if necessary, in order to meet customers' needs. The standard preparation time is approximately one hour for face-to-face orders, while online orders require up to three hours of preparation to accommodate coordination and logistical arrangements.

6.2.4 PICK-UP & DELIVERY

Once the outfit is ready, customers may collect it at the counter. Each outfit is securely packaged either in a sealed plastic bag placed inside a paper bag or, upon request for pre-steamed garments, in hanging dust covers to preserve garment condition. For customers who opt for delivery services, a delivery fee of RM15 is charged. Delivery is limited to nearby locations within the Puncak Alam area and is typically completed within one hour. All deliveries are carried out using the company's own vehicle to ensure proper handling and maintain clothing quality during transportation.

6.2.5 PRICING & POLICY

Customers may choose for either self-collection or delivery service when receiving rented outfits. Self-collection is charged at RM60 per set, while delivery service is priced at RM75 per set, which includes transportation and manpower expenses. The standard rental duration is one week, commencing from the date the outfit is received. Any late returns will incur a penalty fee of RM10 per additional week. Customers are expected to handle all rented items with proper care throughout the rental period. In the event of physical damage, such as tears, cuts, or broken components (excluding dirt or stains), a damage fee of RM10 per item will be imposed in accordance with the business's garment care policy.

6.2.6 PRODUCTION WORKFLOW

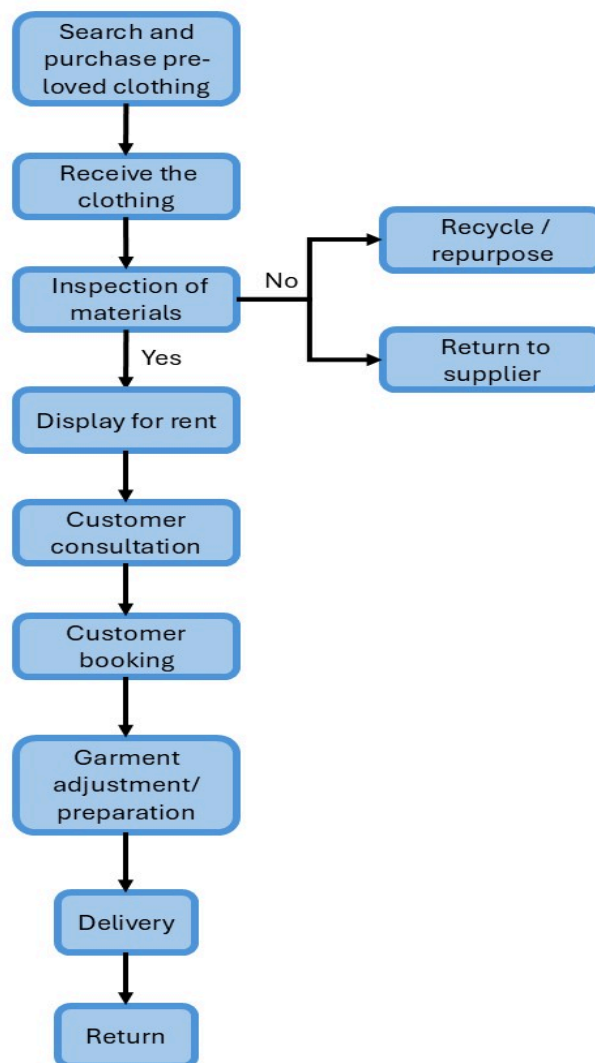


Figure 8: Activity process of Bibbidi's rental service

6.3 FACILITIES

6.3.1 LOCATION LAYOUT

The business occupies a two-storey shopping lot designed to accommodate both customer-facing and operational activities efficiently. The first floor has an estimation of 1,200 square feet, including areas for garment display, cashier operations, stage display, waiting area, fitting rooms, backroom for cleaning and alterations as well as a storage room for supplies. The second floor is approximately 750 square feet, comprising administrative offices, director's office, content creation and live-streaming room, prayer room, and employee facilities. Thus, the store consists of a total of 1,950 square feet. This layout is arranged to separate customer areas from back-end operations which allows a smooth workflow between garment preparation, storage, and customer service. The floor plan provides sufficient space for employee movement, garment racks, office equipment, and content creation setups. The space also allows flexibility for future expansion or reorganisation, such as additional storage, extra fitting rooms, or larger content production areas if demand increases.

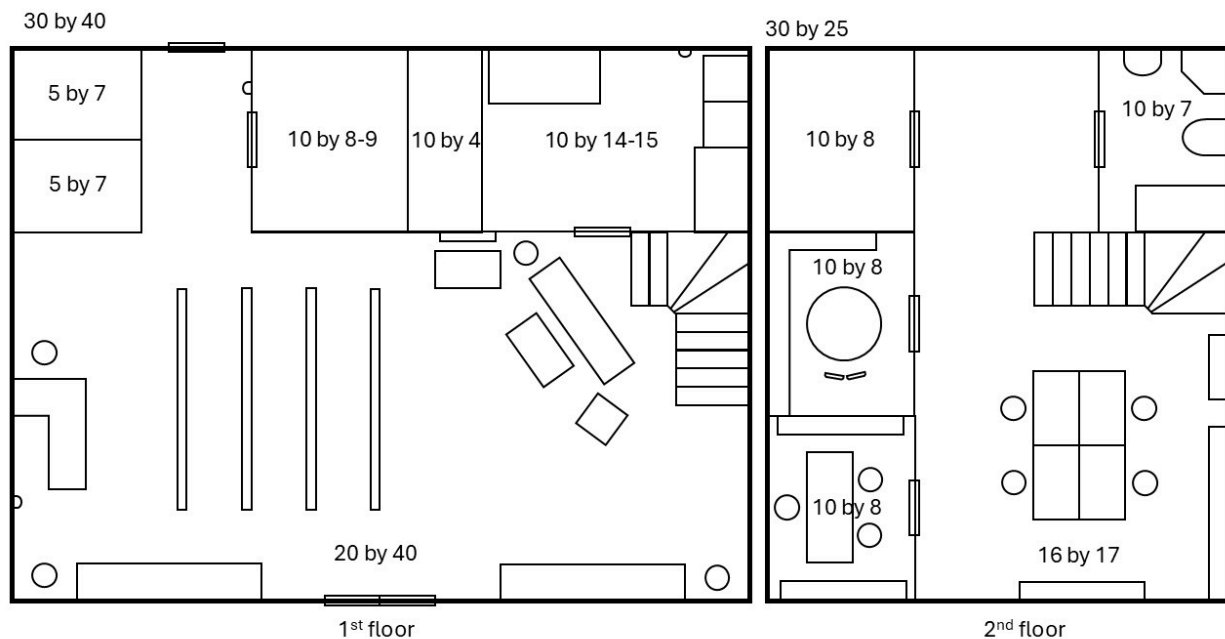


Figure 9: Layout of Bibbidi's store

6.3.2 GEOGRAPHICAL & BUILDING REQUIREMENTS

The location is easily accessible via main roads and public transportation, with a bus stop nearby and sufficient parking for both customers and staff. The surrounding area is part of a well-established commercial district, providing visibility and potential customer traffic. The site is situated in a low-traffic side lane, reducing congestion during deliveries and customer pickups. Additionally, the location benefits from nearby amenities such as cafes, shops, and a mosque,

enhancing convenience for customers visiting the store. The terrain is flat and stable, supporting the safe movement of garments and equipment during day-to-day operations.

The premises are well-suited for the operational needs of a small-scale clothing rental business. This is because the building provides sufficient electricity, water supply, and stable internet connection. Not only that, the building supports heavy cleaning equipment, provides excellent lighting, and accommodates enough space for our digital systems. The structure accommodates all necessary functions, including laundry operations, garment storage, fitting rooms, and administrative offices, within the same location. Water supply and drainage are essential for the laundry area as the business regularly performs garment cleaning. Meanwhile, proper ventilation is provided throughout the premises to ensure a safe working environment for employees and a comfortable, fresh atmosphere for customers. The building also incorporates safety measures such as three fire extinguishers on the first floor and clearly marked emergency exits in the fitting room hallway.

6.3.3 LEASING

The monthly lease is RM4,200, with a lease duration of three years and a security deposit of RM4,500. This rental rate is considered cost-efficient given the size and functionality of the space, which provides sufficient room for display, fitting rooms, laundry operations, storage, and administrative offices. The premises also feature adequate drainage and ventilation, ensuring smooth operations, and the location is strategically positioned to attract a wide customer base. Additionally, the ample space allows for future renovations or adjustments, supporting potential business growth and scalability.

6.3.4 OVERHEAD COSTS

No.	Items	Monthly cost (RM)
1.	Utilities	880
2.	Rental	4,200
3.	Maintenance	2,000
4.	General upkeep	500
6.	License and permit	60
	TOTAL	RM7,640

Table 12 : Overhead costs

The table shown above summarises the estimated monthly operational costs of the business, including utilities, rental, maintenance, and general upkeep. The total estimation is X. These expenses represent the core overhead costs required to ensure smooth daily operations and the sustainability of the business.

6.4 STAFFING

6.4.1 STAFF NEED

Bibbidi Boutique operates with a small yet structured team to ensure efficient daily operations while keeping labour costs manageable. The organizational structure consists of a director, operations manager, human resources manager, marketing manager, financial manager and quality control manager. Under the operations team, the business employs three operational staff; two sales consultants and one delivery personnel. Meanwhile, the marketing department includes two staff members, one assigned to social media advertisement and the other staff will handle physical promotional activities. The financial department employs one cashier to manage in-store transactions. Lastly, the quality control section consists of two supporting staff where one is a laundry personal and the other is a janitor.

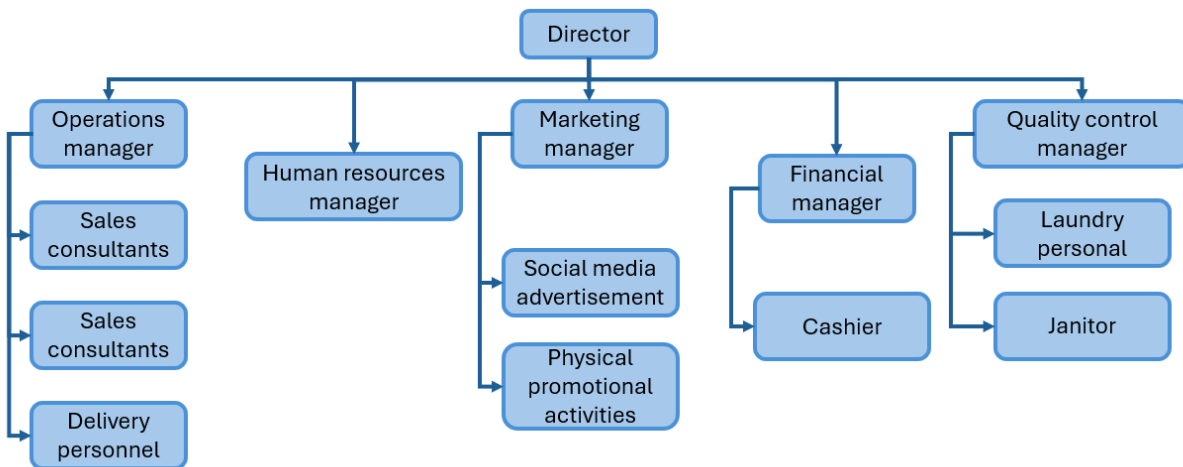


Figure 10: Staff Organization Chart

6.4.2 MAIN DUTIES STAFF

The highest position in this division is our director who oversees the overall operations of the business, makes major decisions for the company as well as reviews Bibbidi's financial performance. The operations manager manages all service-related activities including client bookings, garment availability, packaging and delivery as well as item returns. Under the operations department, sales consultants are responsible for assisting walk-in customers and responding to enquiries via WhatsApp, while the delivery personnel handle the collection of supplies and delivery of rented outfits to customers. Moreover, the human resources manager is responsible for staff recruitment and training. Financial matters such as cash flow monitoring, financial reporting, and expense control are handled by the financial manager, with support from a cashier who manages customer payments at the counter. The marketing manager oversees marketing strategies to attract potential customers, creates promotional content, and ensures branding remains trending. Thus, two employees support the marketing department, with one focusing on digital content creation and live sessions, and the other handling physical banners

and advertisements in nearby locations. Quality control manager ensures that both the store environment and rented garments meet cleanliness and rental quality standards. Under this department, the laundryman handles garment cleaning, drying, steaming, and organisation, while the janitor is responsible for maintaining overall store cleanliness.

6.4.3 STAFF SOURCING

In Bibbidi Boutique, all prospective employees are required to possess a minimum SPM qualification to ensure compliance with legal employment requirements in Malaysia. The business offers full-time employment positions only, prioritising workforce stability and service consistency. Fresh graduates who are passionate, motivated, and seeking long-term industry experience are particularly encouraged to apply. The recruitment process is conducted by the human resources manager in the administration office. Applicants are assessed through structured interviews, during which they are required to respond to scenario-based questions and demonstrate relevant knowledge or experience. This process allows the company to evaluate each candidate's suitability and potential. However, candidates without prior experience may still be considered, as the business provides adequate training to ensure all employees meet operational and service standards.

6.4.4 EMPLOYMENT RELATIONSHIP

Bibbidi Boutique employs staff on full-time basis with a contract of a minimum employment period of three months. Standard working hours are fixed from 10.00 a.m. to 5.00 p.m. with an inclusive one-hour lunch break at their discretion. Salary payments are given out monthly on the 22nd. As for the benefits of the employment, employees are entitled to 15 days of annual leave whereas the management team are also entitled to 15 days of leave, and 7 days of the latter are paid leave. As part of standard operating procedures, training is provided to all staff to ensure consistent service quality and operational standards. The business fosters a professional and supportive working environment, where employees are expected to understand their roles within the organisation and contribute accordingly. Open communication is encouraged, allowing staff to voice concerns and provide constructive feedback in a comfortable workplace.

6.4.5 TRAINING

The company provides structured training to all employees to ensure consistent service quality and operational efficiency. Training covers basic operational procedures, including familiarisation with store layout, available services, and common customer inquiries. Employees also receive styling guidance to assist customers in outfit selection and enhance overall customer experience. In addition, staff are trained in garment care procedures, such as steaming and minor alterations, to maintain clothing quality and rental standards. For employees involved in promotion, marketing training is provided, particularly in content creation and live sessions to support digital engagement. Training is conducted through in-house, hands-on sessions led by experienced staff and management. All training costs are fully covered by the company as part of its staff development policy.

6.5 EQUIPMENT

No.	Equipment	Quantity	Price per unit (RM)	Total Cost (RM)
1.	Mirror	3	50	150
2.	Cash register	1	1,500	1,500
3.	Fire extinguisher	3	50	150
4.	Mannequin display	4	100	400
5.	Sewing machine	1	3,000	3,000
6.	Sewing kit	2	50	100
7.	Clothing rack	12	200	2,400
8.	Wardrobe	1	2,500	2,500
9.	Couch	3	200	600
10.	Washing machine	1	5,000	5,000
11.	Dryer	1	5,000	5,000
12.	Decorative plants	4	100	400
13.	Shelf	3	100	300
14.	Lightstand	2	500	1,000
15.	Phone	1	7,000	7,000
16.	Computer	5	4,000	20,000
17.	Printer	2	600	1,200
18.	Table	6	400	2,400
19.	Chair	9	150	1,350
20.	Steamer Iron	1	2,000	2,000
21.	Measuring tapes	3	30	90
	TOTAL			RM56,540

Table 13 : List of equipments needed

The table above presents the list of equipment and machinery used in the operations department as part of the business's start-up costs. All equipment and machinery are purchased by the company. The business incurs a monthly expenditure of RM3,500 for equipment-related costs, including maintenance and replacements.

6.6 SUPPLIES

No.	Materials	Quantity	Price per unit (RM)	Total Cost (RM)
1.	Sealed garment plastic bag	100	1.00	100.00
2.	Hanging dust covers	100	3.00	300.00
3.	Paper bags	100	2.00	200.00
4.	Hangers	70	4.00	280.00
5.	Laundry detergent (10L)	3	40.00	120.00
6.	Fabric softener (5L)	3	25.00	75.00
7.	Stain remover (3L)	2	30.00	60.00
8.	Fabric freshener (5L)	2	30.00	60.00
9.	Floor cleaner (2L)	2	20.00	40.00
10.	Cleaning cloths	10	2.00	20.00
11.	Ink printer (XL)	1	400.00	400.00
12.	Office stationary	4	20.00	80.00
13.	Receipt paper (80mm)	3	4.00	12.00
14.	A4 paper (500 sheets)	2	15.00	13.00
	TOTAL			RM1,760


Table 14 : List of materials needed

The table shows a list of consumable supplies required for the daily operation of the store and the estimated monthly spendings. These items support routine activities such as garment care, packaging, cleaning, and administrative tasks. As they are consumables, these supplies are restocked once a month based on operational needs to ensure cost control and avoid unnecessary overspending.

6.7 LICENSE PERMITS & REGULATIONS REQUIRED


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG E (KAEDAH 13)



**PERAKUAN PEMBAHARUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

Bibbidi Boutique

NO. PENDAFTARAN: 202401000001

telah didaftarkan dari hari ini sehingga **5 JULAI 2025** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di **7, Jalan Niaga Bestari 6, Puncak bestari, 45010
Puncak Alam, Selangor**

Bil. Cawangan: TIADA



DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

Figure 11: Licensing of the business

7.0 MANAGEMENT TEAM AND COMPANY STRUCTURE

7.1 MANAGEMENT TEAM

NO	STAFF	ROLES
1	Director	<ul style="list-style-type: none">- Define objectives, vision and mission of the business- Play important role in making any major final decision and change in the business- Keep a good relationship with the contractors and business partner- Review annual budget, profit and loss that occurs within business.
2	Operation manager	<ul style="list-style-type: none">- Receive and confirm the booking from the customers- Inspect any damage and stain on the clothes before renting it to the customers- Check the availability of the clothes that customer request- Responsible in packaging the clothes neatly and deliver the clothes to the customers- Monitor the returning process so the customer return the item back on time
3	Human resource manager	<ul style="list-style-type: none">- Handle the process of recruiting employees- Provide orientation and coaching for young or new worker- Manage bonuses, allowances and incentives for each employee- Promotes positive work cultures
4	Financial manager	<ul style="list-style-type: none">- Track each cash flow of how much the business spend and gain- Provide annual financial report- Manage the employees' salary and benefits- Monitor each expense and set financial plan for the business to reduce cost
5	Marketing manager	<ul style="list-style-type: none">- Build brand identity and aesthetic- Become a customer service that bridges the customer to resource person- Create engaging contents to attract more new customers- Manage business' social medias- Update any discount and promotion from the shop

6	Quality control manager	<ul style="list-style-type: none"> - Inspect any damage from customer's return - Wash and fix any invisible damage like messy thread, stains and odour - Maintain a pleasant scent and cleanliness of the clothes - Define the quality of each clothes whether it is acceptable to be rent again or not
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Table 15 : Management Team Table


7.1.1 COMPENSATION

NO	STAFF	COMPENSATION		
		DIRECT	INDIRECT	
		Salary(RM)	Annual leave	Work life
1	Director	3200	15 days off for a year	Each manager is offered flexible hours and schedule.They can work remotely if needed.
2	Operation manager	2040		
3	Human resource manager	2040		
4	Financial manager	2040		
5	Marketing manager	2040		
6	Quality control manager	2040		


Table 16 : Compensation Table

7.1.2 RESUMES


Director

Personal Info	Name	Afiqah Zakirah Binti Mohd Nasir	
	Identity card number	950812-10-1030	
	Address	No 32, Jalan Tropika 9, Bandar Putera, 43000 Kajang, Selangor, Malaysia	
	Date of birth	12 August 1995	
	Age	31	
	Email	AfiqahNasir@gmail.com	
	Phone number	011 789 5699	
	Marital status	Married	
Education Background		Diploma in Business Studies (University Teknologi Mara, Arau) Bachelor of Economics (University Kebangsaan Malaysia)	
Experience		<ul style="list-style-type: none"> - Assistant Manager of Akiqlo - Secretary of business management community in University Kebangsaan Malaysia - Participate in SME Corp GrowBiz Programme, 2020 	
Skills		<ul style="list-style-type: none"> - Excellent leadership - Negotiating and succession development skills 	


Operation Manager

Personal Info	Name	Nurin Alya Rasyiqah Binti Mohd Saufi	
	Identity card number	97601-10-1907	
	Address	No. 35 Jalan Mawar 4, Taman Subang, 47600 Subang Jaya, Selangor, Malaysia	
	Date of birth	1 June 1997	
	Age	29	
	Email	Rasyiqah@gmail.com	
	Phone number	0124500412	
	Marital status	Married	
Education Background		Bachelor of Operations Management (Hons) (University Utara Malaysia)	
Experience		<ul style="list-style-type: none"> - Operation coordinator of Christy Ng - Joined Selangor International Business Summit (SIBS), 2017 - Committee member of Tunas Usahawan Belia Bumiputera, 2021 	
Skills		<ul style="list-style-type: none"> - Operational and technical service - Emotional intelligence - Strategic problem solving 	

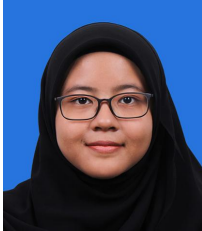
Human Resource Manager

Personal Info	Name	Nur Anis Binti Baharudin	
	Identity card number	970125-02-1035	
	Address	Lot 9, Tingkat 3, Jalan Alang, Bandar Darul Aman, 05200 Alor Setar, Kedah, Malaysia	
	Date of birth	25 January 1997	
	Age	29	
	Email	nuranis@gmail.com	
	Phone number	0175346617	
	Marital status	Single	
Education Background		Bachelor of Entrepreneurship (Logistics and Distributive Trade) (Universiti Malaysia Kelantan)	
Experience		<ul style="list-style-type: none"> - Worked in operational department in J&T for 3 years - Participated in SME Corp GrowBiz Programme, 2024 - Affiliate for dUCK hijab brand 	
Skills		<ul style="list-style-type: none"> - Operational and technical skills - Proficiency in digital tools 	


Financial Manager

Personal Info	Name	Dhaniyah Solehah Binti Azhar	
	Identity card number	010912- 05-9044	
	Address	No. 28, Jalan Dato Tuah, Taman Seremban Jaya, 70100 Seremban, Negeri Sembilan, Malaysia	
	Date of birth	12 September 2001	
	Age	25	
	Email	Dhaniyah@gmail.com	
	Phone number	0117759012	
	Marital status	Single	
Education Background	Bachelor in Banking and Finance (Fintech) (Asia Pacific University)		
Experience	<ul style="list-style-type: none"> - Treasurer in APU Enterprise Club (E-Club) - Internship in Public Bank, Selangor, 2023 		
Skills	<ul style="list-style-type: none"> - Proficiency in internal audit and financial report - Familiarity with Malaysian latest tax law 		

Marketing Manager

Personal Info	Name	Nur Badrina Binti Azmir		
	Identity card number	990425-01-7090		
	Address	Lot 17, Tingkat 7, Jalan Seri Aman, Bandar Sri Iskandar, 81300 Skudai, Johor, Malaysia		
	Date of birth	25 April 1999		
	Age	27		
	Email	BadrinaAzmir@gmail.com		
	Phone number	0113569087		
	Marital status	Married		
Education Background		Bachelor of Management (Marketing) (University Sains Malaysia)		
Experience		<ul style="list-style-type: none">- Marketing Executive in Sit Khadijah boutique (2019-2023)- Digital engagement committee member in Universiti Sains Malaysia		
Skills		<ul style="list-style-type: none">- Integrate artificial intelligence in production- Familiar with E-commerce operation		

Quality Control Manager

Personal Info	Name	Wardah Bahirah Binti Zainudin	
	Identity card number	980131-07-5680	
	Address	No.12 Jalan Bukit Angkat, Taman Setia, 11600 Jelutong, Pulau Pinang, Malaysia	
	Date of birth	31 January 1998	
	Age	28	
	Email	Wardahh@gmail.com	
	Phone number	0178930956	
	Marital status	Single	
Education Background	Diploma of Business (Monash Malaysia) Bachelor of Business in Human Resource (UiTM, Shah Alam)		
Experience	<ul style="list-style-type: none"> - Quality Assurance (QA) Analyst of Zara business (2022-2024) - Committee member of DE Rantau Programmer (2022) 		
Skills	<ul style="list-style-type: none"> - Familiar with precision tools related to fashion - Basic understanding of digital intelligence 		

7.2 EXTERNAL RESOURCES AND SERVICES

Thrift clothes resources

It provides an affordable source of clothes to the business. Thrift clothes stores offer a cheaper price which helps the business to cut costs from buying the whole new products. It gives a variety of vintage, unique and rare options of clothes to the customers. Sometimes, hidden gems such as authentic dresses and high quality garments can be found in the store.

Donation

Everyone can donate their clothes to the store. Each donation will be inspected before it is decided that the clothes are suitable to be rented. It acts as a community resource that provides the business with more variation in the inventory. It also improves brand image as a business that gives back to the community through sustainable consumerism.

Accountant

The professional guides Bibidi Boutique on the financial record and suggests on which part of the business should be improved. They are responsible for preventing financial error and assisting the owner in understanding the real profit of the business. Accountants also help the business to evaluate asset and expense management.

Legal Advisor

The legal advisor protects the business from any legal risks that can ruin business performance. They also make sure that the business has a proper registration from SSM. The advisor also explains the rental term and agreement to prevent the business from dealing with a false agreement. It also important for the business to be aware of the consumer protection laws to prevent any legal complaints

7.3 HUMAN RESOURCES

Categories	Types	Salary (RM)	Benefits	
Employee	Sales consultant 1	1700	Extra 2 annual days leave for good performance towards the customer service	15 days of annual leave
	Sales consultant 2	1700		
	Delivery person	1700	Allowance for the transport and fuel	
	Clothes cleaner	1700	Allowance for each equipment needs to manage the clothes	
	Cashier	1700	Development of skills and experiences	
	Social media advertisement worker	1700	Flexible hours and hybrid work	
	Physical promotional activities worker	1700		
	Janitor	1700	Flexible hours	
Contractor	Akiqlo (The thrift clothes)	10,000 for the clothes' purchase	Free marketing for Akiqlo's brand	

Table 17 : Human resources table

7.4 ADVISORY BOARD

No	Advisory board member	Purpose
1	Fashion advisor	Provide advice to make sure that each of the rental clothes that the store has provided meets the current market and follows the fashion trends. This prevents the over-stocking of items that no longer match customer's needs.
2	Financial advisor	Give advice on risk control and financial sustainability throughout the whole year. Helps analyze and review the cash flow of the business to identify the problem and solution or improvement.
3	Marketing advisor	Lay out a strategic plan in increasing brand awareness to more customers. Suggest content development and provide advice for social media strategy.

Table 18 : Advisory Board Table

8.0 FINANCIAL PROJECTION

Start-up Cost

A. START-UP COST	RM
Capital Expenditure: Administrative	
Printer	300
Furniture & Fittings	11,000
Administrative Vehicle	15,900
Routers	449
Fridge	500
Coway	134
Capital Expenditure: Operations	
Machine	5,794
Equipment	1,400
Racks & Cabinet	4,800
Vehicle (fuel)	2,400
Materials	10,000
Mannequins	500
One-Time Start-up Expenditure	
Installations of fixtures / equipment	
Starting inventory cost	
Office supplies	
Legal and professional fees	
Advertising for opening	
Other Pre-Operations Expenditure	
Deposit (rent, utilities, etc.)	4,500
Business Resitration & Licences	60
Insurance & Road Tax for Motor Vehicles	2,540
Other Expenditure	
Start-Up Costs	60277

Figure 12: Start-up Cost Sheet

Working Capital

WORKING CAPITAL (MONTHLY)	RM	FIXED	VARIABLE
Marketing			
Signboard	500	500	
Social Media Ad	250	250	
Administrative			
Printer	300	300	
Furniture & Fittings	0	0	
Administrative Vehicle	15,900	15,900	
Routers	449	449	
Operations			
Machine	5,794	5,794	
Equipment	1,400	1,400	
Racks & Cabinet	4,800	4,800	
Mannequins	500	500	
Other Expenditure	10,100	10,100	
Total Working Capital	240,780	240,780	
Total Working Capital Required (6 months)	240,780	240,780	
Working Capital + Contingencies (10%)	264,858	264,858	

Figure 13: Working Capital Sheet

Start-up Capital and Financing

ESTIMATED START-UP CAPITAL	320,950
FINANCING	
Loan	236,525
Hire-purchase	15,900
Cash	67,025
<i>Annual Interest Rate</i>	5%
<i>Loan Duration(years)</i>	10

Figure 14: Start-up Capital and Financing Sheet

Proforma Cash Flow Statement

	YEAR 1	YEAR 2	YEAR 3
CASH INFLOW			
Share Capital	67,025	0	0
Loan	236,525	0	0
Cash Sales	1,425,600	1,568,160	1,724,976
TOTAL CASH INFLOW			
CASH OUTFLOW			
Administrative Expenditure			
Salaries	184,920	203,412	233,924
Office Supplies	12,000	13,200	15,180
Rental	50,400	55,440	63,756
Utilities	10,560	11,616	13,358
Marketing Expenditure			
Travelling Expenses	12,000	13,200	15,180
Utilities	6,000	6,600	7,590
Operations Expenditure			
Cash Purchase	0	0	0
Payment of Account Payable	136,400	148,800	163,680
Carriage Inward & Duty	187,680	206,448	237,415
Salaries, EPF & SOCSO			
Other Expenditure	3,000	3,300	3,795
Pre-Operations			
Deposit (rent, utilities, etc.)	4500	0	0
Business Registration & Licenses	60		
Insurance & Road Tax for Motor Vehicle	2540	2,540	2,540
Other Pre-Operations Expenditure			
Fixed Assets			
Purchase of Fixed Assets - Land & Building	300	0	0
Purchase of Fixed Assets - Others	28,193	0	0
Loan Payment (Principal)	23,653	23,653	23,653
Interest on Loan	11,826	10,644	9,461
Tax Payable	185,127	204,439	219,296
TOTAL CASH OUTFLOW	879,864	925,797	1,034,303
CASH SURPLUS (DEFICIT)	849,286	642,363	690,673
BEGINNING CASH BALANCE	0	849,286	1,491,649
ENDING CASH BALANCE	849,286	1,491,649	2,182,322

Figure 15: Proforma Cash Flow Statement Sheet

Pro-forma Income Statement

PRO-FORMA INCOME STATEMENT				
	YEAR 1	YEAR 2	YEAR 3	Y
Sales	1,425,600	1,568,160	1,724,976	
Less: Cost of Sales				
Opening Stock of Finished Goods				
Purchases	148,800	163,680	180,048	
Production Cost				
Carriage Inward & Duty	18,000	19,800	22,770	
Less: Ending Stock of Finished Goods				
Gross Profit				
Less: Expenditure				
Administrative Expenditure	257,880	283,668	326,218	
Marketing Expenditure	18,000	19,800	22,770	
Other Expenditure	3,000	3,300	3,795	
Business Registration & Licences	60			
Insurance & Road Tax for Motor Vehicle	2,540	2,540	2,540	
Other Pre-Operations Expenditure	0	0	0	
Interest on Hire-Purchase	434	434	434	
Interest on Loan	11,826	10,644	9,461	
Depreciation of Fixed assets (Administrative)	6,017	6,017	5,792	
Total Expenditure	654,237	716,330	811,243	
Net Profit Before Tax	771,363	851,830	913,733	
Tax	185,127	204,439	219,296	
Net Profit After Tax	586,236	647,391	694,437	
Accumulated Net Profit	586,236	1,233,627	1,928,063	

Figure 16: Proforma Income Statement Sheet

Pro Forma Balance Sheet

Bibbidi Boutique PRO-FORMA BALANCE SHEET			
	Year 1	Year 2	Year 3
ASSETS			
Non-Current Assets (Book Value)			
Land & Building	300	300	300
Furniture & Fittings	9,429	7,857	6,286
Administrative Vehicle	13,629	11,357	9,086
Routers	225	0	0
0	0	0	0
Signboard	400	300	200
0	0	0	0
Social Media Ad	214	179	143
0	0	0	0
Machine	4,966	4,139	3,311
Equipment	1,200	1,000	800
Racks and Cabinet	4,114	3,429	2,743
Mannequins	400	300	200
Other Assets			
Deposit	4,500	4,500	4,500
	39,377	33,360	27,568
Current Assets			
Accounts Receivable	0	0	0
Cash Balance	849,286	1,491,649	2,182,322
	849,286	1,491,649	2,182,322
TOTAL ASSETS	888,662	1,525,009	2,209,890
Owners' Equity			
Capital	67,025	67,025	67,025
Accumulated Profit	586,236	1,233,627	1,928,063
	653,261	1,300,652	1,995,088
Long-Term Liabilities			
Loan Balance	212,873	189,220	165,568
Hire-Purchase Balance	13,629	11,357	9,086
	226,501	200,577	174,653
Current Liabilities			
Accounts Payable	12,400	27,280	43,648
TOTAL EQUITY & LIABILITIES	892,162	1,528,509	2,213,390

Figure 17: Pro Forma Balance Sheet

9.0 PROJECT MILESTONES

This section includes a month-by-month schedule that shows the deadlines or milestones of activities critical to the venture's success. Examples of activities that are critical to the success of the venture are: Incorporation of the venture, completion of design and development, completion of prototypes, obtaining of sales representatives, signing of distributors and dealers, ordering of materials in production quantities, starting of production or operations, receipt of first orders, delivery of first sales.

Activities	Deadlines	Durations
Incorporation of business	January 2025	1 month
Application for business permits and licensing	January - February 2025	2 months
Searching and securing premises	January - February 2025	2 months
Store layout planning and design	February 2025	1 month
Renovation and interior setup	March 2025	1 month
Sourcing of bundle clothing and suppliers	February - March 2025	2 months
Recruitment of management and staff training	March - April 2025	2 months
Setup for social media platforms	April 2025	1 month
Soft launch and trial operations	May 2025	1 month

Official Opening	June 2025	1 month
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10.0 CONCLUSIONS

All in all, Bibbidi Boutique presents a viable and sustainable business proposal within the affordable fashion rental and personal styling service industry. Bibbidi Boutique is striving to become one of the leading affordable fashion rental and personal styling service providers for students and young adults by delivering stylish, budget friendly, and high quality solutions for various social and formal events. Through a strong focus on customer satisfaction, effective use of digital platforms, and sustainable fashion practices, the business aims to build a trusted brand with long term potential growth.

As for the next step, Bibbidi Boutique aims to seek strategic support and funding to further strengthen our operations, expand marketing efforts, and enhance our service quality. Bibbidi Boutique is now focused to scale our presence, increase customer engagement, and maximise growth opportunities. With appropriate financial backing, the business will be able to be in a good position to achieve sustainable growth and long term success.

11.0 APPENDICES

Financial Plan Excel Sheet:

<https://docs.google.com/spreadsheets/d/1Ci-l9cT38mRzjVlx016R3PwP75LXyFiK/edit?usp=sharing&oid=104378585572654336380&rtpof=true&sd=true>

Video presentation link:

<https://drive.google.com/file/d/1O4IYC60Mkj5UO-FM1Q5U31L7Q8V27x95/view?usp=drivesdk>