UiTM SABAH BRANCH KOTA KINABALU CAMPUS

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ASSIGNMENT: BUSINESS PLAN REPORT

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EXECUTIVE SUMMARY

Chic Preloved is a partnership business established to provide stylish, high-quality preloved clothing at affordable prices for students, young adults, and budget-conscious consumers in Kota Kinabalu. This is because the cost of a brand-new fashion continues to rise whereas many people are looking for alternatives that allow them to express their personal style without overspending. At the same time, there is growing awareness of sustainable fashion and the importance of reducing textile waste. Chic Preloved was created to meet these needs by offering carefully selected second-hand clothing that is clean, fashionable, and ready to wear.

The business operates through both a physical retail outlet at Riverson, Kota Kinabalu, and online platforms such as Instagram and TikTok to reach a wider audience. Every clothing item is carefully inspected, washed, sanitized, and graded before being sold to ensure customers receive quality products at reasonable prices. By combining affordability, convenience, and sustainability, Chic Preloved aims to build customer trust while encouraging more people to choose environmentally friendly shopping habits. The business also focuses on creating an enjoyable shopping experience through attractive product displays, active social media engagement, and excellent customer service.

This business plan outlines the administrative, marketing, operational, and financial strategies that will guide the company's growth. A clear organizational structure has been established, with each partner taking responsibility for key business functions to ensure efficient operations. The job scope is like marketing, which focuses on digital promotion, collaborations with influencers, and customer engagement activities, while operational planning emphasizes quality control, inventory management, and smooth daily business processes. Financial projections indicate positive sales growth and profitability over the first three years, showing that the business has strong potential to succeed in the local market.

Overall, Chic Preloved is more than just a retail clothing business. It represents a business that makes fashionable clothing more accessible while promoting responsible consumption and supporting sustainable lifestyles. With a dedicated management team, well-planned business strategies, and increasing demand for affordable preloved fashion, Chic

Preloved is confident in its ability to establish a strong presence in the market and achieve long-term business success.

1.1 INTRODUCTION TO THE BUSINESS

Chic Preloved is a partnership business that was created to showcase fashionable, high-quality, and affordable preloved clothing for women and girls. This business focuses on offering the customers a variety of trendy clothes dresses, tops, skirts, pants, and jacket that are still in good conditions. The mission is to sell preloved fashion items that allows Chic Preloved customers to enjoy stylish clothing at lower prices while promoting sustainable fashion practices.

This idea came from the customer lists of demand that ask for affordable products for students and young women. They wish to dress in stylish and pretty clothes, but due to facing a financial problem when purchasing brand new clothing. Therefore, Chic Preloved serves a solution to that matter by offering attractive and quality clothing at reasonable prices.

Chic Preloved combines the skills, ideas, and efforts of all partners to manage the business efficiently. This applies for both physical and online media platforms for reaching a wider customer and increase the brand awareness.

The purpose of creating this business plan is to outline the business concept, objectives, operational activities, marketing strategies, organizational structure, and financial planning of Chic Preloved. This plan also serves as a guide for the efficiently and achieving a long-term growth and profitability.