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FACULTY OF PLANTATION AND AGROTECHNOLOGY
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BUSINESS PLAN REPORT (A3)
(50%)

BUSSINESS NAME :

FlexFit

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No.	TABLE OF CONTENT	PAGE
1	1.0 INTRODUCTION 1.1 BUSINESS BACKGROUND 1.2 COMPANY BACKGROUND 1.3 FACTORS FOR SELECTING BUSINESS 1.4 PURPOSE OF PREPARING BUSINESS PLAN	3 - 9
2	2.0 ADMINISTRATIVE PLAN 2.1 VISION, MISSION AND OBJECTIVES OF BUSINESS 2.2 BUSINESS LOGO AND DESCRIPTION 2.3 ORGANIZATION CHART 2.4 ADMINISTRATION PERSONNEL SCHEDULE 2.5 REMUNERATION SCHEDULE (SALARY, EPF, SOCSO & EIS) 2.6 OFFICE EQUIPMENT, FIXTURES & FITTINGS, OFFICE SUPPLIES 2.7 ADMINISTRATION BUDGET	11 - 18
3	3.0 MARKETING PLAN 3.1 PRODUCT DESCRIPTION 3.2 TARGET MARKET 3.3 MARKET SIZES 3.4 COMPETITOR ANALYSIS 3.5 MARKET SHARE 3.6 SALES FORECAST 3.7 MARKETING STRATEGY 3.8 MARKETING BUDGET	19 - 27
4	4.0 OPERATIONAL PLAN 4.1 PROCESS PLANNING 4.1.1 ACTIVITY CHART 4.2 OPERATIONAL LAYOUT 4.3 MATERIAL REQUIREMENT PLANNING 4.3.1 FUNCTIONAL OF MATERIAL 4.3.2 IDENTIFY SUPPLIER 4.4 MACHINE AND EQUIPMENT PLANNING 4.4.1 LIST OF MACHINE SUPPLIER 4.5 LOCATION 4.6 BUSINESS AND OPERATION HOURS 4.7 OPERATION PERSONNEL SCHEDULE 4.7.1 POSITION AND NUMBER OF PERSONNEL 4.8 REMUNERATION SCHEDULE 4.9 PERMIT/LICENSE REQUIREMENTS 4.10 OPERATION OVERHEAD 4.11 OPERATION BUDGET	28 - 33
5	5.0 FINANCIAL PLAN 5.1 PROJECT IMPLEMENTATION COST 5.2 SOURCES OF FINANCING 5.3 PRO-FORMA CASH FLOW 5.4 PRO-FORMA INCOME STATEMENT 5.5 PRO-FORMA BALANCE SHEET	34 – 40
6	6.0 CONCLUSION	41
7	7.0 EXECUTIVE SUMMARY	42

1.0 INTRODUCTION

1.1 BUSINESS BACKGROUND

FLEXFIT CUSTOM JERSEY is a partnership-based business that specializes in producing high-quality custom sports jerseys and apparel, will registered in Sabah, Malaysia. The company is officially registered under the name *FLEXFIT CUSTOM JERSEY*, operating from Pekan Tambunan, Sabah, Malaysia. The business will be registered on 15 January 2026.

The company specializes in designing and manufacturing personalized jerseys for sports teams, clubs, organizations, and events. *FLEXFIT CUSTOM JERSEY* operates using modern production approaches, combining creative design concepts with reliable and efficient printing techniques including sublimation printing, heat press, embroidery, and merchandise customization.

FLEXFIT CUSTOM JERSEY will officially begin operations on 1 February 2026. The business was established based on the growing demand for custom sportwear that is stylish, durable, and affordable. Most customers nowadays seek a unique and personalized design that truly represents their team identity. However, existing providers often lack customization flexibility, take time in making, or offer high prices. *FLEXFIT CUSTOM JERSEY* was created to address these gaps by offering faster service, creative designs, and premium quality products at competitive rates.

The purpose of preparing this business plan is to outline the company's structure, objectives, financial overview, marketing strategies, and operational framework. This document also serves as guide to ensure that the business is properly managed and able to achieve long-term growth and sustainability.

1.3 Factors for Selecting Business

I. **Growing Demand for Custom Jersey**: There is rising trend in sports activities, school competitions, and club events, creating high demand for personalized jerseys.

II. **Opportunity to Provide Better Services**: Many existing providers in Tambunan only offer basic printing services, such as adding names and numbers to pre-made jersey but taking time for production. The jerseys they supply are generally simple and limited in design, leaving customers with little choice for personalization. FLEXFIT aims to provide fast, flexible, and affordable jersey services.

III. **Creative and profitable business:** Custom jersey production allows the owners to apply their design creativity and passion for sports.

1.4 Purpose of Preparing Business Plan

I. **To Provide a Clear Operational Framework:** The business plan serves as a guide for decision making, daily operations, and long-term management.

II. **To Evaluate Feasibility and Potential:** The plan helps analyze market demand, revenue projections, costs and risks, ensuring the business is viable and profitable.

III. **To Support Funding or Partnership Application:** A structured business plan increases credibility when dealing with banks, investors, suppliers, or potential partners.

2.0 ADMINISTRATIVE PLAN

2.1 VISION, MISSION AND OBJECTIVE OF BUSINESS

VISION :

To design and produce high-quality, fully customizable sports jerseys that empower teams, clubs, and individuals to showcase their unique identity and unity.

MISSION :

To become the leading and most trusted regional provider for innovative custom sports apparel, celebrated for exceptional design, quality, and fast delivery

OBJECTIVES :

- To achieve a Customer Satisfaction (CSAT) **score of 90% or higher** within the first 12 months, measured by post-delivery surveys.
- To secure at least 5 repeat team orders by the end of the first fiscal year.