

INDIVIDUAL ASSIGNMENTS  
(Business Plan)  
ENT 300



KBA1195A

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DATE OF SUBMISSION:  
18<sup>th</sup> JUNE 2020

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## **EXECUTIVE SUMMARY**

**Lovely Kurung Cotton** is a small company in Kedah managed by Nur Syaza Afa herself at the first place. We are aiming for all types of baju kurung that will surely bring comfortable to our customers. We focused more on the material to make sure that we achieves our standards of baju kurung. We really care about our brands in the eyes of customers.

Our target market are lecturers, teachers, clerks and any women that will wear baju kurung to their office. We found out that they having are problem with their sweat which obviously shown on their clothes so we wants to solve their problem by designing and finding a really good material and design for them to wear conveniently.

We made it to many colours as they can choose what colour they want and also the sizing is from XS to XXL. We sure that our baju kurung can be wear to any level of ages from 15 years to 60 years. The price range is only from RM70 to RM120 depends on the variation. We designed it very simple and easy to wear to fulfil our customer's need.

## 1.0 INTRODUCTION

### 1.1 ORGANIZATION BACKGROUND

|    |                      |  |
|----|----------------------|--|
| 1. | Name of the business | LOVELY KURUNG COTTON                                 |
| 2. | Business Address     | LOT 1310 A TAMAN SRI SEBERANG 06700<br>PENDANG KEDAH |
| 3. | Phone Number         | 018-6632272  |
| 4. | Business Activities  | Baju kurung manufacture                              |
| 5. | Date of commencement | 16 <sup>th</sup> June 2020                           |
| 6. | Date of registration | 30 <sup>th</sup> December 2019                       |
| 7. | Name of the Bank     | -  |
| 8. | Bank Account Number  | -  |

## 1.2 ORGANIZATION LOGO/MOTTO



### Logo Description

- ◆ We created a logo that very simple and nice.
- ◆ The word “comfort style simple” is very catchy and easy to understand the whole product we sell.
- ◆ The orange background color means enthusiasm, attraction and success of the company itself.

### Motto

“Comfort, Style, Simple”

### Mission

- ◆ To fulfil our customer’s need with comfortable clothes.
- ◆ To give new impact on baju kurung so that baju kurung will not outdated.