



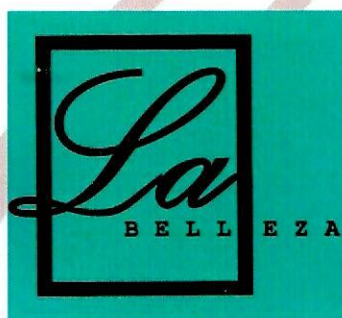
اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

SEMESTER DECEMBER/APRIL 2015



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18 March 2015

Sir,

Submission of Business Plan Proposal (ENT 300)

Allude to the subject stated above, we would like to submit the proposal of our final project paper for ENT 300 subject.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the admiration, marketing, operation and financial aspects.

3. We hope that our business plan that we recommended does fulfill your obligations. If there are any error or lack in any part are fully depends on us. We would appreciate any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

Surat Kami : 100-UiTMKS (HEA. 30/7)(131)
Tarikh : 10 Mac 2015

KEPADA YANG BERKENAAN

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pentadbiran Awam** untuk membuat satu kertas projek bagi Kod Kursus **ENT300 (Fundamentals of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **Encik Johari B. Abdullah** di talian **(010-9668869)** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

"BERSATU BERUSAHA BERBAKTI"

Sekian.

Yang benar

SADIT BIN TAHA
Pegawai Eksekutif Kanan
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EXECUTIVE SUMMARY

La Belleza Enterprise is a clothing boutique that offers updated fashion trend at a cheap and affordable price along with high quality material. Our boutique is located at Batu Kawa, near to Emart Hypermarket. We offer clothes for unisex, ageing from 15 to 40 years old. We offer variety category of clothes from, women blouses, skirts, shawls, pants, men shirts and others.

While there are many competitors to our boutique, La Belleza will excel as we ensure our price is at affordable price range along with high quality products that we offer. On top of that, we ensure that our product will be keep up to date with the current fashion trend in line with the fashion industry. We also provide plus size to our customers in order to ensure there is no discrimination to our customer.

We believe that we can excel with this business as we really ensure our product quality is better than our competitors along with affordable price. We keep pace with latest fashion trend to ensure that we are able to market “in demand” products and not selling an outdated products to our customers. Their satisfaction is our priority.

Moreover, we had chosen a strategic location to start our business. Batu Kawa is one of the areas that actively developing and the number or population is rapidly increasing. As a new comer to this business, strategic location plays important role. Hence, we believe that we can have high number of customer and to achieve our target customers.

Clothes are a basic need to human being. They need proper clothes to go to work, formal occasion, to collage, university and any special occasion. It's our duty and responsibilities to provide clothes that able to satisfied and fulfill our customer demand and