



UNIVERSITI TEKNOLOGI MARA

ENT300
FUNDAMENTALS OF ENTREPRENUERSHIP

BUSINESS PLAN

NAZARANA EASY TAILOR

PREPARED BY

NORFARIZA BINTI AZHBI	2010272448
NAZIRAH BINTI SUHUD	2010854776
NURUL AMIRA BINTI MOHD JAMIL	2010817738
SITTI RIDZNA BINTI ABDULEASID	2010457374

MARCH 2013

Table of Contents

	Page
Letter of submission	1-2
Acknowledgement	3
Executive Summary	4
Logo	5
1.0 Introduction	6
2.0 Purpose of Business Plan	7
3.0 Business Partnership Background	8
3.1 Partnership Agreement	9-12
4.0 Partners Background	13-16
5.0 Location of business	17
5.1 Map	17
5.2 Layout of Business	18
5.3 Advantages of Location of Business	19
6.0 Marketing Plan	20
6.1 Introduction	21
6.2 Marketing Objectives	22
6.3 Marketing Process	23
6.4 The Service	24
6.5 Target Market Size	25
6.6 Marketing Competitors	26
6.7 SWOT for Analysis for Competitors and Nazarana Easy Tailor	27-28
6.8 Market Share	29
6.8.1 Market Share Before Entering Market	29
6.8.2 The pie Chart Before Entering Market	29
6.8.3 Market Share After Entering Market	30
6.8.4 The Pie Chart After Entering Market	30
6.9 Sales Forecast	31-35
6.9.1 Total Sales Year 1 to Year 3	36
6.9.2 Calculation of Sales Year 1 to Year 3	37

Executive summary

Nazarana Easy Tailor providing tailoring services for the citizens. The specialty of our company is that we sewing variety types of clothes for the customers. The business begin operate on fifth January 2014. Nazarana Easy Tailor is a partnership contract consists of five members which are Norfariza binti Azhbi, Nurul Amira binti Mohd.Jamil, Sitti Ridzna binti Abduleasid and Nazirah binti Suhud. Each members contribute capital 25% which is RM 25 000.

The location of Nazarana Easy Tailor is at Alamesra. It is because Alamesra near to the housing area, workplace and shopping mall. This can attract more customers to come to our shop.

In marketing plan, our specific target is at Alamesra. Nazarana Easy Tailor divides their target market based on the demographic segmentations which are students, housewife, visitors, working people and tourists. The market strategies that we used is implementing 4Ps concept. The 4Ps concept consists of products (services), pricing, promotion and place strategy.

For the operating plan, we start to operate in nine in the morning until nine evening for Monday to Saturday. But for Sunday, we only operate half day which means that we start in nine momings until three evening. Our company provides different types of clothes based on the customers wants. We also provide to sewing clothes for the events.

In the first and second month, Nazarana Easy Tailor estimated will incurred loss. This is because our company needs to use a lot of money to buy the materials for the operation. However, Nazarana Easy Tailor estimated profits begin from the third month until the next years.

As mention before, the main attraction of Nazarana Easy Tailor is the sewing variety of clothes. According to financial position, our company can going further of their business. Our company can expand business on the market size so that ~~company~~ wills more success in the future.

1.0 Introduction

The name of our company is NaZaRaNa Easy Tailor. It is located at Lot 19, Block F, Ground Floor, Lorong Plaza Utama, Alamesra, Kuala Menggatal, 88400 Kota Kinabalu, Sabah. The nature of the business is tailoring. The form of the business is partnership. The factor in selecting the purposed business because we see an opportunity of tailoring business in the Alamesra area. We also hope that our business is will be a known by local citizen and among the tourist. We hope that our company will be a role model to the other company.



2.0 Purpose of Business Plan

This business plan is prepared to allow the entrepreneur to view and evaluate the proposed business venture in an objective, critical and practical manner. The entrepreneur like us can get the well-grounded information so that we can plan the business planning and made the decision process.

The other purpose of making this business plan is to analyse and evaluate the viability of a proposed venture. This is important because we can gather the information and analyse it before making investment in the proposed venture. Therefore, we can make the better judgment by comparing the proposed venture with other venture.

The business plan is prepared to convince the relevant parties of the investment potential of the project. This business plan can act as a tool of communication to convince the potential investors. The availability of business plan can make the potential investors confidence to finance partially. Financial institutions, individual investors, suppliers and government agencies are the potential investors that can invest in the business plan.

Nazarana Easy Tailor has asked from Maybank for a loan up RM 300 000 to do the business of tailoring. By preparing the business plan, we can gain the bank confidence to finance partially.

We also use the business plan as a guideline for managing the business. Nazarana Easy Tailor has set the target to be successful. The plans and strategies outlined in the business plan will be an important benchmark to help us gauge in our progress. This business plan will include company background, marketing plan, operation plan, organizational plan and most important is financial plan.

Other than that, this business plan is use to allocate business resources effectively. We need to allocate the resources effectively to prevent from the unnecessary wastage. It is also to ensure optimum returns on investment. With the business plan, we can do the planning, distribution and monitoring of the resources that we use.