



**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)**  
**BUSINESS PLAN FORMAT**

**NAME OF COMPANY: NATURAL BY NATURE BUNDLE TYPE OF BUSINESS:  
BUNDLE STORE**

**PREPARED BY**

**FACUTLY & PROGRAMME: FACULTY OF ARCHITECTURE, PLANNING & SURVEYING**

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**PROJECT TITLE : BUSINESS PLAN REPORT**

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## EXECUTIVE SUMMARY

Natural by nature bundle is my company's name. I took that name because of I want to show, we should to be proud and nature with our tradition. In my bundle store, I will provide good stuff and more to tradition thing which is *Kompang, Congkak, Wau, Gasing* and clothes tradition. I put this concept because of I want something different between other bundle who sell and provide various of used clothes. Next, this bundle carries this concept because we want to build the next generation will not forgetting to our tradition with sell clothes and stuff traditional with budget price.

Natural by nature bundle also provide tradition clothes which is *Baju Kurung* and *Baju Melayu*. My company use service which is going 'home to home'. In this case, we will going home to home and ask them if they have used clothes like *Baju kurung and Baju Melayu* and we will buy it with bundle price which is I will arrange the price to them RM 1 per 1kg bags. My company will collect 500kg-1000kg per week with affordable model.

Next, Natural by Nature Bundle store also provide low cost and price. Low price and cost in our company can be define as we are offering the good quality of traditional stuff with low price more than another store. Customer should not to earn a lot of money to buy in our store which is in Ramadhan month they need to find 'baju raya' to celebrate 'Hari Raya Aidilfitri' so, for those have high-maintenance or people come from B40 family, they also can afford 'baju raya' with low price than spend under RM500 just for one clothes. Furthermore, nasyid group, silat group or antique collector who need to provide a lot of traditional stuff which is *kompang, gong, gendang silat, congkak, wau* or etc, they can get it from our company.

My company also have organization management which provide 5 staff to handle our marketing and sales, operation, finance and administration management. Our store provided 2 type of worker which is part-time and full-time. Salaries for our employees also be divide in two which is for part-time worker will reach RM800-RM900 per month and for full-time worker will get salary RM1725 per month. Our employees also get allowance when they should to work over-time (OT). In this case, they will reach addition salary RM10 per hours.



## **1.0 BUSINESS DESCRIPTIONS**

Natural by nature bundle store took inspiration by bundle store in Japan. In Japan, they provide Kimono and Yukata as their product. Japan famous with their paradise of bundle thing for people like to collect the rare thing, tradition and vintage stuff. There have a lot of stuff with high quality and affordable price we can find in bundle. I took this inspiration because of how they provide, take care of their product quality and proud with their tradition. Therefore, I think in Malaysia we should be proud of our tradition like Japan did so, this inspiration bring me to open this store and teach me how to take care of traditional thing.

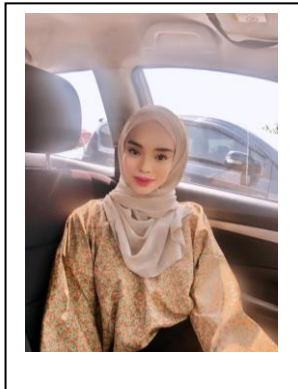
Japan National Tourism Organization (JNTO) and Chikusen in Japan are partially same concept with my business which is they provide Kimono and Yukata but not in bundle but as a rent and sell with affordable price. Chikusen has been exist since a long time ago and their history start in the middle of Asuka in Japan. After a few years, they move to Nihonbashi but, that store still carry the tittle 'the oldest' store who provide high quality of Kimono and Yukata. This store also built young generation who doesn't afraid and be shame to wear their traditional clothes.

Location my store will be located at near with Queensbay mall. This location is statistic and logical to get attract people to come. Furthermore, this location I choice because, there have a good characteristic in factor which is licensing and permitting requirements, zoning regulations and local and regional amenities. Next, though cost of living is more often viewed as an issue for individuals, it directly affects the cost of starting and running a business too so, this location is more low maintenance for rent than in mall.

Natural by nature bundle is a small company but still have organization chart in our business. This company officially handle by me as owner and I will hire my family as my employees so, I can minimize number of hire employees. Furthermore, this store in small sizes and doesn't need more of employees so, I will offer 2 or 3 number of students for part-time because I know they need some money for side-income



## 2.0 OWNER DESCRIPTIONS



<b>Name of Owner/Partners</b>	Siti Nurhazwani binti Shaifol Hadi
<b>Identity Card Numbers</b>	000118-07-0814
<b>Permanent Address</b>	NO 19 MUKIM E TITI TERAS, BALIK PULAU, PULAU PINANG
<b>Correspondence Address</b>	Urunas NO 9 subang jaya, selangor
<b>E- Mail</b>	Hazashf13@gmail.com
<b>Telephone Number/Fax Number</b>	60134439878
<b>Date of Birth</b>	18 January 2000
<b>Marital Status</b>	Single
<b>Academic Qualification</b>	Diplma in Building
<b>Course Attended</b>	Building
<b>Skills</b>	Professional as leader
<b>Experiences</b>	Markting and Sale
<b>Present Occupation</b>	CEO of Bundle NbN
<b>Previous Business Experience</b>	Manager financial