



UNIVERSITI TEKNOLOGY MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS MANAGEMENT AND TECHNOLOGY

(FAUNDAMENTAL) OF ENTREPRENEURSHIP

(ENT300)

BUSINESS PROPOSAL (LA' BEAUTIQUE)

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Miss,

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT 300)

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

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,

Cedric Hans Anak William
General Manager
La' Boutique

1.2 EXECUTIVE SUMMARY

La' Beautique is a clothing store that sales and market office attire for man and woman. La' Beautique expects to catch the interest of a regular loyal customer base with its great hospitality and offers high quality of materials. The business plan is prepared for the purpose of obtaining working capital loan from MAYBANK BERHAD for the amount of RM10000.

In business plan, La' Beautique expected to be operating on 2 January 2016 located at Level 1, The Spring, G30, Ground Floor, Jalan Simpang Tiga, Kampung Kenyalang Park, 93300 Kuching, Sarawak. The form of business of this hotel is partnership which own by 4 people.

Administrative plan explains the organization of La' Beautique. We are not hiring workers because all of us are working at the store. The salary, remuneration, holidays and task and responsibilities are explained in the plan. All the benefits of the worker can gain and job security.

Furthermore, in the marketing plan, the target market is being identified. It is more common for students and outsider to enter the market as it is located at educational area and holiday purposes. The market size, competitors, market share and marketing strategies are determined.

The operation of our business is controlled and monitored by the operation manager. In the operational plan, examples of input are manpower, purchased materials, machines and equipment, technology, information and capital. The main components of operation process are business input, transformation system and output.

1.3 INTRODUCTION

- Name of the Business : La' Beautique
- Nature of Business : La' Beautique is a clothing store that perform marketing and sales of office attires.
- Location of Business : the Spring Shopping Mall
- Date of Business : 22 January 2016
- Commencement
- Factor of Business Selection : To fulfill demand of the needs of clothing shop in Kuching specifically in the Spring Shopping Mall.
- Future of the business : To be well-known office attire's store in Sarawak and open a few branches in other parts in Sarawak.

1.4 PURPOSE OF BUSINESS PLAN

1. The Entrepreneurs (La' Beautique Managers)

- Understand the purpose of business and to manage the business effectively and efficiency.

2. Financial Institutions

- To evaluate the capability of the purposed project and provide loan for the business. A financial institution involved in this business project is CIMB Bank.

3. Suppliers

- Help convince suppliers of our business activity thus benefiting both suppliers and our company.

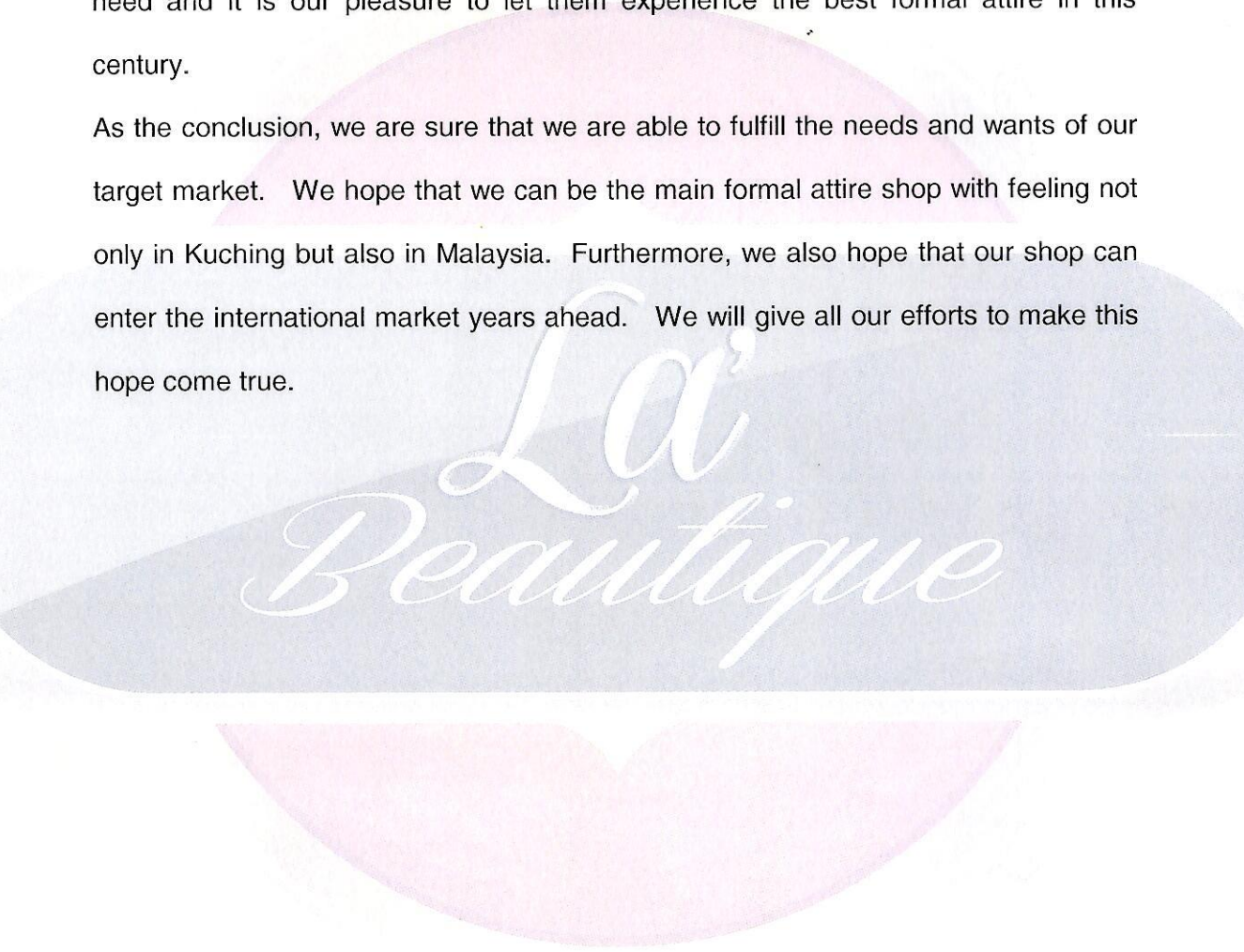
4. Company Staff/Employees

CONCLUSION

La' Boutique is a boutique shop that performed Marketing, & sale of formal attire. We also provide member card and discount card to our loyal customers. After doing some research, we found that there is high demand for this formal attire from the people in the city. Therefore, we see this as an advantage to grab this opportunity of making large profit.

We only sale the products that have high quality and can satisfied our customers need and it is our pleasure to let them experience the best formal attire in this century.

As the conclusion, we are sure that we are able to fulfill the needs and wants of our target market. We hope that we can be the main formal attire shop with feeling not only in Kuching but also in Malaysia. Furthermore, we also hope that our shop can enter the international market years ahead. We will give all our efforts to make this hope come true.



*La'
Boutique*