


STARSPORTSWEAR

STARSPORTSWEAR SDN BHD

**ENTREPRENEURSHIP
(ETR 300)**

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EXECUTIVE SUMMARY

Starsportswear is the name of our business. Starsportswear is designed and built to be one of the retail shops of our company. With multiple choices of some of the well known branded stuff is sold in our shop to satisfy our customers. Eventually our target market is for the teenagers and also adults.

Through some research, we have found and chosen a place in order to determine business flow and market potential which is situated at Souq al-Bukhary. We choose this place because it is the perfect location to gain our sales. Whereby this place attracts most of the teenagers to come for its shopping needs and also their entertainment needs seen it is one of the new place.

It is foreseen that our business has the ability or rapid growth as it fulfills the customers' needs and wants. We hope our short term and long term goal will be achieved.

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