



UNIVERSITI
TEKNOLOGI
MARA

**FACULTY ARCHITECTURE, PLANNING
AND SURVEYING**

DIPLOMA IN QUANTITY SURVEYING

**FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)**

AP114 4A

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DATE OF SUBMISSION : 29TH MARCH 2013

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1.0 **INTRODUCTION**

Today, many people interested in making business as their source of income. As in our textile business, we intend to provide a reliable textile house that give out the best quality of textile for citizen. Eventhough all the person involved in this textile house are young, they have experience in conducting business and some of them are specialized in fashion. These characters are unlike other textile shops so this give us credit.

Our textile shop is in form of partnership which consist of five shareholder which contribute capital and run the business together. All the profit and loss will be share between the shareholder. As we have five shareholder, we did not hire many worker and we can save budget.

We prepare this business plan as a guide for our investor, financial institution and also for our dear suppliers.

Introduction

Entrepreneurs are those who do business or supplies product or offer services to customers. Customers are those who buy product or receive services from entrepreneurs. Before customers are aware from any businesses offered, the entrepreneur will have to make plans to market their business.

Therefore, every business plan must include a marketing plan to introduce market about the business, also increase the profit and maximize satisfaction of customers from time to time. Through marketing plan, we can identify wants and needs of customers or consumers of our product. Through this plan also, we know what to add or how to improve our product. This plan also helps us to predict our market profit or loss in the future.

Thus, marketing plan is like a communication between customers and entrepreneurs. We can make surveys, receive feedback, and at the same time increase maximum profit. This plan is important to ensure our business can achieve long term business.

With a good marketing plan, entrepreneurs can identify the target market; keep the target market or increasing the target market. Entrepreneur can also modified or add products according to needs and wants of customers. This plan can also help to estimate the marketing budget.

In conclusion, it is better to have a marketing plan to achieve success in business industry rather than doing business without any market plan at all.

Company Product

Reflects from our company's name, Cotton for You, our company is the first to offers a great quality of cotton textiles in this area supplied from around three different countries to give customers beautiful patterns and designs of cotton textiles with wonderful colours. These textiles are supplied by suppliers from India and Singapore, also from inside our country, Kuala Lumpur.

After surveying for quite some time, our company decided to not offers only one type of cotton fabric but several types of cotton fabric according to customers suitability. We offer pure cotton, fine cotton, polyster cotton, linen cotton, cotton with box design, Germany cotton and many more.

We also provide readymade '*baju kurung*' and '*baju melayu*' as a choice for customers who really need those urgently, for example, universities students. We included '*Jubah*' as one of our product for more choices. To add more products, our company also sells *Tudung* for primary and secondary school students, female school uniforms (*baju kurung*) and male school uniforms. These are made from cotton and ensured to be comfortable and appropriate for our climate.

We offer our goods with standard price for each meter of fabrics and an economical value for the readymade clothes. Our company also gives student discount and membership price for members of our shop. We will also offer a great value every month and during some occasion such as '*Hari Raya Puasa*' and school holidays.

Therefore, we hope with the opening of our shop, we can help customers to reduce time because if they want to buy fabrics, they have to go to Kuching. We will also try to offer other types of fabrics in the future to complete our customers' requirements.