



# UNIVERSITI TEKNOLOGI MARA

## **DI MODA**

Fashion Boutique

### **ENT300 BUSINESS PLAN**

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Sir,  
Submission of Business Plan Proposal (ENT 300)

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

2. This business plan was complete according to the guide lines and requirements given according to the subject related. This business plan is build up to serve as a guide and direction for a business proposed deal which covers the management which is started with general manager followed by the administration, marketing, operation and financial aspects.

3. We are hope that our business plan that we recommended does fulfil your obligations. If there are any error or lack in any part are fully depends on us. Plus, we are appreciating to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

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## 1.0 Introduction

Di Moda is a cloth boutique where sells ready and custome made cloth. Di Moda is a translation from Italy that bring the meaning of fasionable . Di Moda also serves both gender, which is woman and man. Our store is located at 92, Jalan Mamanda 2, Ampang Point, Jalan Ampang 68000 Ampang Selangor Darul Ehsan. Our cloth in the boutique is very suitable for who those who is a business woman and man, cause it may look very professional with our fabric and design. As you can see, Di Moda is located at very strategic place, where that area have many office nearby.

It is also suitable for those who have an special event. We also made custome design, that you can give us your design and we will make a good-one for you. We try to give our customer the best. We also accepts appointment as well as walk- ins

People across Malaysia have decided to use our cloths to fullfill their needs. Di Moda has foreseen this opportunity to provide the finest and highest quality of the fabric to all people. This has shown that Di Moda has the calibre to be one of the most sucessfu boutique in Malaysia.

Di Moda saw the opportunity that this business has the potential to success. The people have always needed to take care of their personality, and make them feel more confident and comfortable about yourself.

## 2.0 Purpose

The primary purpose of a business plan is to have the direction of this business that allows us to understand what needs to be done for forward movement.

This business plan helps to convince people of the potential for the business, and persuade them to join the team.

It is also acts as a management tools that can be referred to regularly to ensure that the business is on course with the meeting goals, sales targets or operational milestones