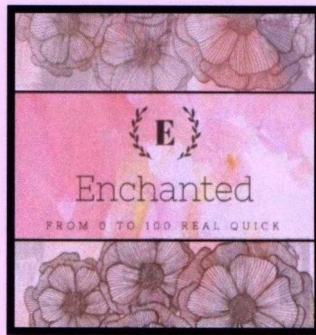




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UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

ENT530



BUSINESS PLAN

“ENCHANTED.CO”

MODERN CRAFTING PRODUCTS

PREPARED BY;

FACULTY & PROGRAMME	BUSINESS MANAGEMENT BBA (HONS) IN FINANCE	
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EXECUTIVE SUMMARY

Enchanted.co is a company that offers goods and services of crafting product from recycled clothes. It is located at No. 1-03, Jalan Medan Pusat Bandar 7A, Seksyen 9, 43650 Bandar Baru Bangi, Selangor. There are total of 12 workers that operates in this business. Other than the Chief Executive Officer, Financial Manager, Operations Manager, Administrative Manager and Fashion Designer. If the demand is too high, we will consider recruiting part time workers.

Enchanted.co uses high quality of material and gives a lot of attention and care to produce our bags from the used materials. Therefore, all the products of our company are high in quality and has a bigger difference than other crafting business. Other than that, we also frequently make various kind of promotion to increase sales.

Enchanted.co is a small-sized company that is trying to bring the love towards crafting back into the hearts of Malaysians. Taken the inspirations from the traditional crafting product, this company is bringing their own twist of urban touches into the crafting arts. *Enchanted.co*'s slogan which is also their brand's name is "From 0 to 100 real quick" which is legitimately inspired by their aim and goals. Their products are innovative-value added that can offer various benefits to customers, besides offering them goods that could make their collections a whole lot better, *enchanted.co* also offers services that can solve their daily problems.

Our research team members have conducted extensive survey to get feedback from the society using personal and questionnaire interviews. From the study, we have concluded that about 90% of the respondents acknowledged that they have faced the same problems daily and are open for new brands and solutions for the problems such as, not enough storage to store clothes, too much clothes and the inability to afford a new bag. Hence, we found that there is potential market for this product in this country.

1. COMPANY PROFILE

Name of the business	: ENCHANTED.CO
Business address	: No. 1-03, Jalan Medan Pusat Bandar 7A, Seksyen 9, 43650 Bandar Baru Bangi, Selangor.
E-mail address	: Enchanted.co@gmail.com
Telephone number	: 0172992987
Main activity	: Selling goods and offering services based on urbanized crafting products.

2. ENVIRONMENTAL INDUSTRY ANALYSIS

Nowadays, everyone especially female aims to have a lot of bags, that is stylish and unique to have a “wow-factor” in their total outfit of the day. Certain customers might go to the extent to have a matching bag for each outfit they own. Customers usually shops for the bags at the end of the month, and during festive seasons. They would search for bags that stood out, to be different and to be unique from others. Some of the customers faces difficulties as to find the right design and exact shade of colours to their likings. Given to this, our company decided to build a business that allows customers to bring their own materials to be transformed into their desired bag along with their desired designs. Our business sells a specific-customization based products.

Our products are modern-crafts, which is an urbanized version of the traditional crafting products. Our twist is that, instead of using materials that took a long and complicated process, we have decided to use material that requires lesser manpower to be made and have a less complicated process. For instance, compared to traditional crafts that requires 8-9 steps with processes that takes days, our product can be produced with 4-5 steps only that can be done in a day. Other than that, our product also is unique in the terms of its appearance. Our product looks fresh, with its designs and patterns. Since the clothes we would be using has already its own beautiful and cute designs, it makes our production easier as we are not required to paint or design a lot on the product. It is like killing two birds with one stone, not only we can produce a good product, we also could also save cost and time.

SWOT

Enchanted Co.

STRENGTHS

- i. Varying in designs and sizes, according to the customer's likings.
- ii. The price is affordable.

WEAKNESSES

- i. The designs are not suitable for all range of age.
- ii. Location not strategic.

OPPORTUNITIES

- i. An innovative idea from our products.
- ii. Have our own signature designs.

THREATS

- i. Poor advertising not exposed enough.

STRENGTHS

- i. Our firm has a variety of options, so its encourage customer to buy our products. We manage to fulfil customer's needs and wants.
- ii. Our products can attract customer because they can afford it.

WEAKNESSES

- i. Our company only focus on certain type of customer.
- ii. Our company is not located in business area. So, people are not aware of our existence.

OPPORTUNITIES

- i. We have our own professional designer to produce modern and variety of design that could not find in another brand.
- ii. We put our brand name in every product. So, we make it special and exclusive to our customers.

THREATS

- i. We did not spend more in advertise our company to the public because the cost is high.

3. ORGANIZATION PLAN

- Below is the position as well as name for each of the position in our company:

KEY MANAGEMENT ROLES	NAME
CEO/General Manager	Muhammad Haikal Bin Nadzri
Administrative Manager	Farra Nurdeana Binti Saiful Nizam
Marketing Manager	Ainur Balqis Binti Mohd Rasman
Operation Manager	Puteri Nurulaina Binti Azman
Finance Manager	Norish Jasmin Binti Jamaludin
Fashion Designer	Yusra Irhannan Binti Ibrahim