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Business Plan : Hustle Distro

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1. Introduction

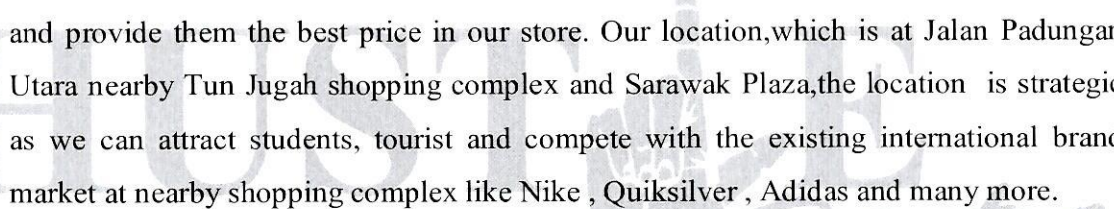
NAME OF THE BUSINESS

The name of our business is Hustle Distro. Local Clothing shop concept in gather other local man into one shop in Hustle Distro literally means that we aim to be the first standard local store. It goes along with our moto which is, "Never Let'em See You Sweat" This idea has been deal with entire partners and no objection.

1.1. Nature of Business

Hustle Distro establish to provide and promote local clothing brand selected in Hustle Distro .Nowadays teenagers especially student know how to appreciate local clothing quality and local art design talent.

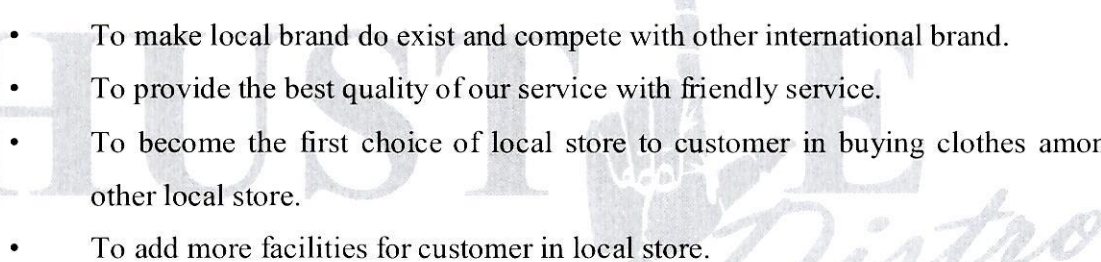
As entrepreneurs, we take this as an opportunity to open up a business regarding to local brand scene. Our main priorities are the satisfactory of our customers demands and provide them the best price in our store. Our location,which is at Jalan Padungan Utara nearby Tun Jugah shopping complex and Sarawak Plaza,the location is strategic as we can attract students, tourist and compete with the existing international brand market at nearby shopping complex like Nike , Quiksilver , Adidas and many more.



1.2. Factor in selecting the proposed business

One of the factors in selecting local brand clothing shop as our business is great opportunity to open up a business. The other state have a lot of local brand shop especially in Kuala Lumpur and giving many variety service customers and having demand of clothing service to customers, so we decided to propose our Hustle Distro to be open in Kuching and become the first local store in kuching. Other than that, a strategic is also one of the factors. Our shop is located at the center of town where it can attract many potential customer . As our target market are citizens aged 15 to 40 included teenagers, tourist. The third factor is the ability to bring those clothing into global industry.

1.3. Future Prospect of Business

- To be the leading company local shop in this industries
 - To make local brand do exist and compete with other international brand.
 - To provide the best quality of our service with friendly service.
 - To become the first choice of local store to customer in buying clothes among other local store.
 - To add more facilities for customer in local store.
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8. Marketing Plan

A plan outlines the specific actions we intend to carry out to interest potential customers and clients in our products and persuade them to get the product that being offered. A marketing plan may be developed as a standalone document or as part of a business plan. Either way, the marketing plan is a blueprint for communicating the value of our services to our customers. The marketing plan consists of identify target market, market size, competitors, market share, forecast, marketing strategy and marketing budget. Every business use different marketing plan to market their products or services to the customer.

Our marketing plan is done to make sure that our business is profitable and to set the outline of performance for our business. Using certain media, we will ensure that our product is promoted properly and adequately.

8.1. Objective

This marketing plan is prepared in order to promote Hustle Distro to the customer or brand collector in the area of Kuching to attract them in buying our merchandise. What we expect from this marketing plan preparation is:-

- i) Achieve the targeted sales forecast in the first year.
- ii) To increase the sales from year to year.
- iii) To make sure company will get profit.
- iv) Increase the market share to compete with our competitors