



UNIVERSITI TEKNOLOGI MARA

FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300

BUSINESS PLAN

“KAWAII COLLECTION”

PREPARED BY:

CABRINA AK MANGHING	2013446446
CICILIA JUMRAH	2013841692
MABEL MELISSA ANAK JOHN	2015240652
NUR SYAFIQAH MOHD YADI	2013243364

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EXECUTIVE SUMMARY

Kawaii Collection is a business that allows people to get baby clothes with an affordable price. In this new era of economy, the price of need has changed rapidly. The price of human needs such as foods, clothes, cars, houses and other has increased due to the changes in economy. Thus, Kawaii Collection is a business that can fulfil parent's needs in baby clothes with an affordable price. The company is set up as a partnership that governs under Partnership Act 1961. The location of the business is in Putatan Town, Sabah.

BUSINESS PLAN PURPOSES

The purpose of this business is to venture into public and be known besides maximizing profit. We aim to expand our business operation all around Sabah. This business plan is a first step towards realizing the above feeds. Specifically, the purposes for this business plans are:-

- ❖ To show the financial strength of the company, especially when applying for loans and to convince the investors towards providing funds and other financial institution
- ❖ To fulfill the terms and conditions which stated in ETR 300 project
- ❖ As a guideline for us in setting up, planning, managing, handling, and controlling our business for the daily management, budget, financial forecast, strategies, target market and even long term goal
- ❖ As a master plan of an organization that necessary the effectiveness on running such business