



**CONTENT**

**PAGE:**

1.0 INTRODUCTION	1
2.0 PURPOSE OF PREPARING THE BUSINESS PLAN	4
3.0 COMPANY BACKGROUND	5
4.0 PARTNER BACKGROUND	6
5.0 BUSINESS LOCATION	12
6.0 MARKETING PLAN	17
7.0 OPERATIONAL PLAN	29
8.0 ADMINISTRATION PLAN	47
9.0 FINANCIAL PLAN	62

## 1.0 INTRODUCTION



We choose this 'S' words because it describe about Stylo trending nowadays .It will attract teenagers to visit our store .Our main color is black and white because it shows that our clothes is tidy.The man logo is to show that our store aim for man customer better than other gender.For example ,bisexual is totally banned by our store.

## Executive Summary

Our company has been established in early 2015 to provide the end user for using our clothes and our latest design which is DENIM's clothes. Our target is aimed for those who still doing their studies and for those who not enough income. Our company name is STYLO Store, which the name itself related to our main purpose, to provide a stylish clothes for teenager that metrosexual. Our company is based on partnership concept, where all the members are also can be known as the founder. We believe that our clothes design purposes is the most significant equipment to boost their confident level in term of style. This is one of the examples how Malaysia can move forward through effort and the innovation of clothes.

## **2.0 PURPOSE OF PREPARING THE BUSINESS PLAN**

- I. Business Plan is prepared because it is to convince the venture capitalists investors and bankers in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and upgrading.
  
- II. It will be the guidelines in providing information to enhance the planning and decision making process according to listed objective and rational consideration in a critical, practical and realistic ways in a plan, aging proposed venture.
  
- III. To plan, distribute and as a guideline for day-to-day business management of resources to be more effective.
  
- IV. To convince supplier and customer for the capability of services provided.