



UNIVERSITI TEKNOLOGI MARA SARAWAK

PLEASANT APPAREL ENTERPRISE

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Sukacita sekiranya pihak tuan/puan dapat membantu dan memberi kerjasama kepada pelajar di atas dari Program **Diploma Pengurusan Pelancongan** untuk membuat satu kertas projek bagi kursus **ETR300 (Fundamentals Of Entrepreneurship)**.

Maklumat-maklumat daripada jabatan/agensi/syarikat tuan/puan amatlah diperlukan bagi melengkapkan kertas projek tersebut. Semua maklumat yang tuan/puan berikan adalah untuk tujuan akademik sahaja.

Sila hubungi Penyelia Projek, **CIK NUR SHAIQRAH BINTI JAYA** sekiranya pihak tuan/puan ingin mendapatkan maklumat lanjut berkaitan perkara di atas.

Kerjasama daripada pihak tuan/puan kami dahului dengan ucapan ribuan terima kasih.

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1.1 EXECUTIVE SUMMARY

After doing an extensive research on the business opportunity available in One Jaya Mall, at Jalan Song, our group member decides to specify our business in selling our product and has come up with the business plan of partnership whereby our organization name will be known as Pleasant Apparel Enterprise.

Pleasant Apparel Enterprise will be operating on 10 October 2010. The business is contributed by five partners with an agreement to perform the business partnership and earn profits. This business are also incorporated under the business registration act 1956(amendment 1978) and partnership Act 1961.

The main purposed in create Pleasant Apparel Enterprise to open one boutique, expansion plans include potentially franchising our retail store and/or building a well-recognized brand name. In turn, we would hope to penetrate a sizable portion of the online retail market. The fashion and retail industry tends to be overly youth and middle age focused. However, by closely following generational fashion trends as well as our own customers' purchasing preferences, we will determine to meet the specific needs of our clientele. We will solely focus on the styles, colors and fits to our customer to meeting the needs of their figure will be our specialty.

Further, Pleasant Apparel will not just be a store that sells clothes. Our clientele will benefit from an experienced, knowledgeable sales staff. Out of the gate, our goal is to implement a superior customer service system. Beyond our friendly reception and an inviting atmosphere, our shop will also offer customers fashion information and advice. Our shop will ensure our customers walk away with the perfect outfit.

We decided to name our boutique as Pleasant Apparel because it is easy to pronounce, recognize, and memorize. Pleasant Apparel is made from top quality materials to ensure pleasant feeling, comfort and durability, values much appreciated by our customers. Cut to flatter fuller figures and designed to present confidence and fashion forward personalities, our prints and textures are chosen from all over the globe, radiating the rich cultural diversities of the world.

Most commonly, the term General Manager refers to any executive who has overall responsibility for managing both the revenue and cost elements of a company's income statement. General Manager usually oversees most or all of the firm's marketing and sales functions as well as the day-to-day operations of the business. Frequently, the general manager is also responsible for leading or coordinating the strategic planning functions of the company.

Administrative Manager will conduct all of office environment, gathering and adapting, storing and distributing information within the company. Administrative Manager also will use information systems. Furthermore, it also provides specialized support to other departments and managers. Administrative Manager is also responsible to provided document and telecommunication management. Marketing Manager are responsible develops contracts and performs administrative functions relating to company electric service, company commitments, non-company purchases sale s and ancillary services. Coordinates pre-schedule for transactions company purchases or sales

1.2 INTRODUCTION

Pleasant Apparel Enterprise aim is to be the market leader in fashion industry. Pleasant Apparel Enterprise is the partnership business joined by five members which are Ameerul Asyraf Bin Jeffry, Juneity Othman, Nur Harina Binti Azmi, Azri Aizuddin Bin Mohd Abu Bakar, and Muhammad Azizi Bin Ahmad Zaini.

Pleasant Apparel Enterprise selling a variety of cloths with up-to-date design without being overdressed nor too outlandish. We are offer a lots of color and design and different themes for every season. Furthermore, Pleasant Apparel Enterprise is located at One Jaya Mall in Jalan Song.

Pleasant Apparel Enterprise will be commenced on 10 October 2010. We want Pleasant Apparel Enterprise to fulfill the customer needs and demands. In the future, we hope that Pleasant Apparel Enterprise will expands the market share and leading the fashion industry in Malaysia which producing a quality item with a good brand.

