



**ENT 300**

**FUNDAMENTAL OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**GROUP CLASS: A4AS1205\_C**

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## **EXECUTIVE SUMMARY**

This business plan is about our company named as La'Vesta Enterprise. La'Vesta was inspired by Spanish language which means the dress. Our company is a form of business based on the partnership which consists of five members that all of us hold an important position such as General Manager, Administration Manager, Marketing Manager, Operational Manager, and Financial Manager. Our business capital has amounted to RM 222,024 where the contribution of each member is about RM44,404. Our company Head Quarters is located at Seri Iskandar, Perak. We also handled our business by using our website so it will be easy for our customers to purchase their orders. They also can easily be paid their order from our website by using online banking.

Through our long term observation, we had planned to start this business because we can see a wider prospect in this fashion design sector for the future. Although we know that there are already a lot of fashion brands nowadays, we strongly believe that if we produce and come out with unique and beautiful clothes design, we can attract more people to buy our clothes. Our teams will work harder to create and produce more fashionable and suitable clothes designs that are suitable for our customer taste. There were many constraints encountered during the completion of this assignment such as pandemic covid-19 so we simply look for additional information on the internet and also from social media.

La'Vesta Enterprise concept is, our company will produce and sell men's and women's appropriate attire which can be styled for formal or casual occasions. The reason is because of the current situation of our country where we cannot attend a lot of ceremony or event such as wedding ceremony, etc. So, if they buy our clothes, they can wear them to work, shopping mall, wedding ceremony or other formal events. It will save our cost and budget regarding clothes.

We also use very exclusively and quality material for our clothes which are cotton, crepe, silk, chiffon, and also lace. As for our target customer is people age around 18 years old until 35 years old. These are because our clothes are very modern, up to date, comfortable, ready to go and usually teenagers and adult will love our clothing designs.

The price that we offer is also affordable and customers will be satisfied with the price. We always want to make sure that our clothes can be bought by all kinds of generation and life status. La'Vesta Enterprise also hopes that our collection can be well received by customers and we also highly want to help those who are interested in generating side income with our company. As for our profit estimation is about RM 3750000 for 50000 units sold. And the percentage of the profit is about 20%.

## **1.0 BUSINESS DESCRIPTIONS**

### **a) Name of the company**

La'Vesta Enterprise is the selected name for our company that brought the meaning of "the dress" in Spanish. La' Vesta describes what we do to help people in finding suitable dresses and clothing for any occasion. It reflects of our mission and values in establish the company. It takes into account what our prospects are searching for. Hence, it is simple and yet is cool and unique. La' Vesta Enterprise also demonstrates the value we provide for customers.

### **b) Factors in selecting the proposed business**

Appearance is the most important factor in our daily life style. In current society personal appearance, dressing and clothing does matter a lot. Clothes are said to be the reflection of a person's personality. Wearing clothes also carries specific cultural and social meanings and in this process, designs play an important role. Designs communicate on behalf of the wearer. Therefore, selection of designs for clothing is a very important consideration for La'Vesta Enterprise collection. Various factors were influenced to the selected business are:

- To give latest fashion design for people.

La'Vesta Enterprise was established to give the latest fashion trends design for both men and women clothing. This is important because if the trend predictions are wrong, then the designs for clothing are wrong. Fashion trends are the basis for the designs that are produced every event, whereas the style is the way that a customer picks up that clothing and wears it.

- To design a flexible attire for any occasion.

Our collection from La' Vesta Enterprise is a simple and modern clothing which also flexible for any occasion. For example, our clothing can be wear for work, for meeting, for celebration or party, for wedding and so many events.

- To give opportunity for everyone.


"Larger sizes customers prefer brands that offer clothes tailored to their sizes". Based on this preference, it's often hard to find an ideal fit when shopping, especially for plus size people whose clothes tend to lack in variety and style. This turns shopping into a frustrating and annoying task since buyers are forced to purchase clothing that does not satisfy them completely. Given that our offer includes more products in larger sizes and stylish, these buyers will highly appreciate. Once they find a store with clothes of their liking, they will always come back and remember the brand.

## 1.1 Company Background

Name of the Organization	La'Vesta Enterprise
Business Address	No. 85 & 86, Jalan Persekutuan 5, Bandar Seri Iskandar, 32600 Seri Iskandar, Perak.
Website/ E-mail Address	www.la'vesta.enterprise.my La'Vesta.Enterprise@gmail.com
Telephone Number	05-3679420
Form of Business	Partnership Enterprise
Main Activities	Trading/Distribution and Designing Clothing
Date of Commencement	1 <sup>st</sup> January 2020
Date of Registration	20 <sup>th</sup> November 2019
Name of Bank	Maybank Berhad
Bank Account Number	710837995640

## 1.2 Organization Logo/ Motto

Logo description, Organization Mission and Vision

Logo/Motto
 <p>The logo features the brand name 'La'Vesta' in a black, cursive script font, centered on a light pink, brush-stroke style background. Below the name, the word 'ENTERPRISE' is written in a smaller, black, all-caps sans-serif font.</p>
<p>Logo: La'Vesta means “the dress” in spanish. The modern fond and simple background shows that our product is simple, but modern at the same time that suit with trendy style.</p>
<p>Motto: Don't stress about the dress, we'll dress you to impress.</p>