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FUNDAMENTAL OF INTREPRENEURSHIP (ENT300)
BUSINESS PLAN REPORT

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BUSINESS NAME

John Bundle

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EXECUTIVE SUMMARY

We are establishing a store called “John Bundle” intend to start our business. We are selling variety of apparel products. They are categorized as clothing, caps, shoes, belts and bags. Each category we sort by grade. Most category have A and B grade but there is a C grade product. Those products also come in varies material, so our costumer can choose to their personal choice.

The price that we charge depends on the category and type of material. Material like leather will cost a lot more than cotton. We do a price survey on different store around our expected location and analyze it. Then, we do our pricing according to those survey, other factors also been considered when we do pricing. All that, so we can compete with our competitors and take advantage of their weakness. We believe that our products will capture people hearts and penetrate the market share soon and later increase our share.

This business venture has been established on 22 December 2017 and we only operating with all four of us as a start. We believe that all four of us can cover all the work for now as we know each other capability. Maybe we will need employees to fill positions like salesman, driver, accountant assistant and cashier.

We will be operating at PT 536, Jalan Jambatan Sultan Yahya Petra, Seksyen 17, Kampung Sireh 15050 Kota Bharu, Kelantan. Our competitors are AEON mall, Tesco supermarket and Segark Fashion which located near our store. Their strengths are highly-known for their high- quality products and experienced staff, also they have been established for a long time. The counterpart, their weaknesses are quite expensive products, have limited space and low variety of products.

We intend to introduce our product to our costumer by first, product strategy which are product brand, quality and labelling. Second, price strategy is based on cost and competition. There are factors that affect our pricing such as economic condition, government regulation and consumer group. Third, promotion strategy basically has three ways which are by social media (Facebook and Instagram), printed media (business card and banners).

We are using word of mouth as distribution strategy as it is proved to be effective. Personal selling and publicity also included to our sales promotion. We will give discount for certain occasion such as end-year sales.

1. Name of business

John Bundle

2. Nature of business

The company is an apparel service where we sell apparel products. Our main focus is to serve nearby community with high quality apparel products with reasonable price. Our products include clothing, caps, shoes, belts and bags. We get the product from supplier. We have a several suppliers that gets us different kind of products. This is because we prioritize high quality product, so we selected the suppliers by its main product. This ensure we get the high-quality product and can serve the community with it.

3. Industry profile

Apparel industry is under textile industry. Here in Malaysia, apparel industry is a good industry to jump in. More and more student enrolled in textile technology is produced for future of Malaysia's textile industry. Expectation on textile industry is getting higher than before as Malaysian are trying to produced is local brand that serve apparel product as same quality as other international brand. We here for supporting this effort by providing a platform for that local brand to promote their products.

4. Location of the business

Our store, "John Bundle" is located at PT 536, Jalan Jambatan Sultan Yahya Petra, Seksyen 17, Kampung Sireh 15050 Kota Bharu, Kelantan. This location is strategic as it is at the side of the city and a lot of potential costumer coming from nearby residential. There are 2 schools and a poly-tech (college) making it is a hot spot.

5. Date of commencement

21st November 2020

6. Future prospect of the business

Once we establish and have a stable sale, we planning on opening branches. Expanding our business over Kelantan and maybe other states. If our motive which is supporting local product is receive well by our costumer, we plan on making our business local-brand apparel only. We hope some local-brand manufacturer want to collaborate with us and achieve win-win contract. With this effort, we hope we can be much help in raising our local-brand product to be well-known over Malaysia.