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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS OPPORTUNITY**

**REBEL
SELLING CLOTHES AND APPAREL**

PREPARED BY

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2.0 EXECUTIVE SUMMARY

For business opportunity, we had chosen clothes as our selling item for our business. It was observed that shops that sell clothes are either far away from the consumer's area, the clothes are low in quality, the shop sells the clothes at an unreasonable price, or all of them combined.

Our business will be located at The Hub in Matang area. We had chosen this location due to its strategic location, which is near to housing areas, thus has a strong potential to attract customers. And the time of operation would be from 10 am to 10 pm.

In this study as well, we will discuss on how we had made steps to select selling clothes as our main business through identification, evaluation and selection of the business opportunity where a lot of factors comes into play, such as population structure, average income of households and the media as well as internet.

Next, we will state our Business Model Canvas (BMC) for our business idea. This is where we state our main partners, key activities in our business, our target customers, et cetera.

Finally, we draw conclusions based on our business opportunities on whether our business would be profitable for us as entrepreneurs or otherwise.

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4.0 VISION TO SOLVE PROBLEM

The reason that the idea was introduced is to provide consumers with high quality apparel at a reasonable and affordable price, which is lower compared to other apparel establishments. The business idea was also introduced to make quality apparel to be more accessible to consumers, especially around housing areas such as in Matang so that people can come and purchase clothing from places that is closer to their area. Besides, another problem that we want to solve as our vision is that some used or bundled clothes are bad in quality, hence we aspire to repair the clothes and make something new out of the used or bundled clothes to be sold to consumers.

5.0 IDENTIFICATION, EVALUATION AND SELECTION OF BUSINESS OPPORTUNITY

5.1 Identification of Business Opportunity

Nowadays, people in Malaysia want something that are “classy and trendy” for them to wear in their daily basis, and at the same time affordable in terms of fashion, but still many people face some troubles and problem in order to get it. Most of the fashion brands and outlets sell their product at higher cost, causing many people cannot afford to buy it.

Moreover, some people from far away locations also have difficulties to get cheaper clothes, causing them to spend more cost to go to the nearby locations and even cities that provide cheap clothing brands. It is because there is lack of access and supplies to set up a clothing brands in such places. Therefore, we will set up an affordable bundle clothing store in order to fulfill the requests for brands catering towards the needs of customers throughout the nation.