



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)
BUSINESS PLAN**

FACULTY OF APPLIED SCIENCES

DIPLOMA IN TEXTILE TECHNOLOGY (AS118)

FAMSS BAG

GROUP MEMBERS:

MUHAMMAD FIRDAUS BIN IBRAHIM	2018293508
SUHA FATINAH BINTI MOHD ZARI	2018237898
ALIA SOFIAH BINTI AZIZ	2018434462
NUR FATIHAHTUL SHAMIMI BINTI SUHAIMI	2018656976
MUHAMMAD AIMAN SAFWAN BIN BUJAIRIMI	2018682284

GROUP: AS1185A2

LECTURER'S NAME: DR ASIAH BT ALI

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EXECUTIVE SUMMARY

The name of our company is FAMSS BAG. The idea to apply the advancement of technology that of the bag in Malaysia was come from five people. We thought that the idea of combining the technology and bag will be a great business in Malaysia. This is because they are no business yet that combine technology and bag in Malaysia. It will bring a great profit for this type of business.

Malaysia as well as other developing countries has the business sector which has an enormous potential for improving the nation economy and income. Because of this positive development, we find ourselves interested in getting involved in the business sector. As we have seen, there are a lot of businesses in Malaysia, especially in the fashion and technology, so we take this opportunity to bring out our name, which is FAMSS BAG.

DESCRIPTION OF BUSINESS

FAMSS BAG is a business that provides multi-purposes use of smart bag based on the combining of technology and traditional bag. These days, people currently demand on the products that are using smart apps and more convenience to use. As for this, we decided to introduce our “PackIt bag” to allow our customer to grab this deal to have this product at the affordable price.

Our company name inspired from the meaning of FAMSS itself which is, Firdaus, Aiman, Mimi, Suha and Sofiah. It is the initial of our name and FAMSS also inspired from the word ‘famous’ as it gives the encouragement for our business to be as famous as other business. The nature of this business is the future bag. We innovates this product in a modern way to suit the trends.

FAMSS BAG will be launched on 1st February 2021 and will be located at No 808, Jalan Melaka Raya 4, Taman Melaka Raya, 75000, Melaka. The area is a quite known in that area as it located in the tourism area and it is near to residential area.