

BP-PS1205D



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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF APPLIED SCIENCES
DIPLOMA IN APPLIED SCIENCES (AS120)

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)
REBEL

PREPARED BY

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SUBMISSION DATE: 13TH DECEMBER 2019

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Sarawak.

Date: 13th December 2019

Dear Madam / Mrs. / Ms.

LETTER OF INTRODUCTION

With reference to our business plan, we are proud to introduce you with our company, Rebel, which is a registered company that specializes in providing used clothing items at a much more reasonable and affordable price.

We provide used clothing items that are shipped from overseas and before retailing them, we had properly fixed any of the damages on the clothing items and cleaned them thoroughly before putting them on our store's display to be picked and bought by our customers. We also provide a delivery service for those who purchase our merchandise from our online store that can be found through our Facebook and Instagram accounts as well as our own website. We have included our brochure which included our date of commencement for our store as well as the location of our physical store.

Our General Manager, Ms. Nur Izzah bt Sabarin, will get in touch within the next week to discuss the details of our business in person. We look forward to develop a business-based relationship with your organization in the near future.

Your Sincerely,

N. Izzah

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1.0 Executive Summary

Rebel has been chosen to be the name of the company as suggested and fully agreed by all of the partners involved in this business. The name has been chosen as it is based on how we aim to change the mindsets of the norm where people judge each other based on the outfits that other people use. It is also known that people who consume fast fashion products do not realized that the industry produces more wastage and causes pollution to the environment and we aim to change people's views and encourage people to use preloved clothes that are still in good condition and can be utilized to reduce the wastage fashion industries produce.

The business of our company is selling preloved clothes and pants. Our business also runs online and can be ordered outside of our physical store location which is within Kuching as we can deliver the clothes through mail carrier service. Our shop can also be reached via call to +082 444 666 or Whatsapp to +6012 345 6789. Our operating physical store can be found at 1st Floor Commercial Shop (Corner) at The Hub Matang, Kuching, Kuching. Our business offers promotions and discount for students, annual festive discounts as well as membership cards that offers more discounts for the membership card holder. The business that we are forming is based on partnership. We have all decided and agreed to appoint each of our partners according to their assign positions.

| NAME | POSITION DESIGNATED |
|------------------------------------|------------------------------------|
| Nur Izzah bt Sabarin | General Manager, Financial Manager |
| Dayang Nur Zinnirah bt Abg Zolfaka | Administrative Manager |
| Muhammad Dzikri b Tony | Operational Manager |
| Ahmad Shadiqin b Ali Rahman | Marketing Manager |

Table 1.0 Name of Managers and Positions Designated

2.0 Introduction

A business plan consists of written documents which describes the proposed business or project to be executed in a comprehensive manner. The business plan offers opportunities for entrepreneurs to assess the business project objectively, critically and practically to ensure the efficiency and profit of their business. Business plan also allows entrepreneurs to study and evaluate the feasibility of the business they are carrying out. Business plan also provides a guideline for the entrepreneurs to find methods to convince venturing capitalists, investors and bankers which may be helpful in providing a higher amount of capital for the company which serves as a financial support for the entrepreneurs' business. The business plan also provides a guideline for both employers and employees to manage their business daily, monthly and annually. Business plan also guides managers of the business such as financial manager to distribute the resources of the company more efficiently and can be utilized to the maximum.

The business that we are executing is a retail of preloved clothing items which is called Rebel. The business plan that we are preparing is done to convince potential investors to be interested with our company as supported by the amount of profit we had obtained against the resources that we had used and proving our company's success in financial terms. The business plan consists of our company's background, the partners involved backgrounds, the location of our company, marketing plan, operational plan, administrative plan and the financial plan.