



اَبُو سَيِّدِي تَكُونُ لَوْ كُنِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP
ENT300

SUGGESTION FOR REFERENCE:	
OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

BUSINESS PLAN



DiDi COUTURE

PREPARED BY:

No.	NAME	MATRIX NUMBER	GROUP
1.	NUR KHAIRUNNISA BINTI ROSLAN	2019239034	PHM110F1
2.	NOR FARAH AIZAT BINTI ASMAYADI	2019845828	PHM110F1
3.	MUHAMMAD DANIAL BIN ZULKAFI	2019406606	PHM110F1
4.	MUHAMMAD IHSAN BIN ZULKIFLI	2019602476	PHM110F2
5.	MUHAMMAD IZZUDIN BIN ZULKIFLI	2019843452	PHM110F2

PREPARED FOR:

LECTURE'S NAME	:	MADAM JANATUL AKMAR BINTI AHMAD AWALLUDDIN
SEMESTER	:	OCT 2020 - FEB 2021
SUBMISSION DATE	:	29 TH JANUARY 2021

TABLE OF CONTENTS	PAGE NO
EXECUTIVE SUMMARY ACKNOWLEDGEMENT	i ii
1.0 INTRODUCTION 1.1 BUSINESS DESCRIPTION 1.1.1 PURPOSE OF THE BUSINESS PLAN 1.1.2 BUSINESS BACKGROUND 1.2 BUSINESS PARTNERS BACKGROUND 1.2.1 BUSINESS LOCATION	2 3 4 – 8 9
2.0 ADMINISTRATION PLAN 2.1 BUSINESS VISION, MISSION AND OBJECTIVES. 2.1.1 VISION 2.1.2 MISSIONS 2.1.3 OBJECTIVES 2.1.4 LOGO 2.2 ORGANIZATIONAL CHART 2.3 ADMINISTRATION PERSONNEL 2.3.1 LIST OF ADMINISTRATION PERSONNEL 2.3.2 LIST OF TASKS AND RESPONSIBILITIES OF ADMINISTRATION PERSONNEL 2.4 LIST OF OFFICE EQUIPMENT 2.5 LIST OF OFFICE FURNITURE AND FITTINGS 2.6 ADMINISTRATIVE BUDGET	10 11 12 13 14

EXECUTIVE SUMMARY

This business plan will introduce about DiDi Couture short, and long-term plan in the market. First of all, couture is base fashion design but more to custom made tailoring. It is commonly known with exclusive design with high-end top-quality fabric. Some of the couture provides high quality of fabric but charge the fees higher but our business offers a reasonable price for the customers since our business is new to in the market. We want to make sure that the customer recognizes our brand is far superior from the others competitor. Our concept of market segments targeting teenager and adults who wages around RM 5,000 and above. It is most likely a reasonable target market since the business wear is for someone working in the office. Demographic studies indicate that the economic in Kuala Lumpur would support our business because of the business economic rising in the market area. A large population of people who work in the company will surely need the business wear for their works attire. The operation of our business surely going smooth as it plans. With the amount of the worker and the unit production estimated for a day, DiDi Couture sure will see its vision in long-short term. The operation is well planning and organized to its detail. We want to ensure that the quality of the business wear Tuxedo satisfy the customer. customer's feedback is important to maintain our position in the market target. If the feedback positive, our goal and objective can be achieved meanwhile if negative our share in target market will decrease drastically. In short, the business plan DiDi Couture is a plan that develop to ensure the business ongoing in the market segments and also to ensure that the business achieve the vision, mission, and objective of its company.

ACKNOWLEDGEMENT

Bismillahirrahmanirahim,

Alhamdulillah, first of all, we would like to thank Allah for his mercy in giving us strength and health to be able to finish our business plan that have been given to us by our fundamental of entrepreneurship's lecturer, Madam Janatul Akmar Binti Ahmad Awalluddin. This final assignment had been done with 110% effort from group members even though we have a little argument among us while doing this assignment. Luckily, the problems occurred can be settled down and we were able to adapt properly and wisely.

Besides that, countless thanks to Madam Janatul for her support and guidance in helping me and my groupmate to finish this task that is very raw for us to discover and execute. She is always answering our questions patiently questions whenever we are in confusion and uncertainty. Without her guide, our business plan cannot be done properly and completely.

Special appreciation to our parents for supporting us mentally and physically not just during finishing this assignment but also during the whole online distance learning to ensure that we can pass our Diploma with flying colours. We will never forget their sacrifices and will make them proud of us when we success one day.

In addition, we are thankful to all our friends who endlessly giving their support to us in all aspects. We are really grateful when they share their knowledge to us. We will always remember their kindness. Thank you very much to all.

1.0 INTRODUCTION

1.1 BUSINESS DESCRIPTION

The business is named as DiDi Couture. The definition of couture is the design of fashionable clothes to a client specific requirements and measurements. Didi Couture is a business that highlights man attire as the main product which is specialized in making the custom-made Tuxedo set. The custom-made Tuxedo set is made with the best and high-quality fabric which consists of wool fabric for the coat and trousers, cotton fabric for the shirt and satin fabric for the lapels, buttons, and some other small parts to make it appear luxurious. DiDi Couture is located at 3.16, Level 3, Bangunan Perindustrian, 699, Jalan Damansara, Taman Tun Dr Ismail, 60000, Damansara, Kuala Lumpur.

Furthermore, DiDi Couture is a partnership business. Partnership is one of the types of business entities consist of two or more business partners to carry out a business with a view to make profits. A partnership can be carried out by more than two people but not exceeding 20 persons. DiDi Couture is carried out by 5 people. They are Miss Nur Khairunnisa binti Roslan as the general manager, Miss Nor Farah Aizat binti Asmayadi as the financial manager, Mr. Muhammad Danial bin Zulkafli as the marketing manager, Mr. Muhammad Ihsan bin Zulkifli as the operation manager, and lastly, Mr. Muhammad Izzudin bin Zulkifli as the administrative manager.

The factors in selecting DiDi Couture as the proposed business is because of the passion in fashion and business industry. All of the business partners study about fashion and business at the prestigious university. We also have so much skills to step further in the industry. We are very confident to push through to the industry even though if things get a little dark. The next factor is the quantity and quality of work. Fashion business industry journey can be very tough yet super enjoyable to work on it. It takes many times and efforts to create one comfortable and exquisite appearance attire with superb quality. The times and efforts are worth invested because the money returned is favourable.

After that, differentiation is one of the factors in selecting DiDi Couture as the proposed business. It is because not a lot of fashion business company sells man attire to make profit. Plus, our unique point is that we can make the custom-made tuxedo set falls perfectly on the body of our customer when they wear it. It is because one of our partners can make the nicest pattern that can make everyone fall in love when they see it and wear it. You also need to figure out something that sets you apart and serves as an exclusive selling point of yours.