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SUGGESTION FOR REFERENCE:

OVERALL BIZ PLAN	✓
INTRODUCTION	
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OPERATION PLAN	
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BUSINESS PLAN



THE HAINI BUNDLE

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EXECUTIVE SUMMARY

This business plan will introduce about THE HAINI BUNDLE that will be focusing on selling bundle or used item that can be used again. This business are one of the way to help the less capable individual person around the Malaysia.

THE HAINI BUNDLE will be offering to the individual of buying the product from starting at the lowest price (RM5) to maximum price that they will offer (RM75). All the item that will be selling is form the tops of the head until the foot which is the caps, t-shirts, sweatshirts, hoodies, jackets, jeans, shorts, skirts, high-cut shoes, sandals, sport shoes and boots. All these item will be selling are below RM100. This will help the less capable individual to purchase and can get into fashionable life.

Those item from THE HAINI BUNDLE are UNISEX and from the kids to the elders can buy the item from this bundle shops. This is because there's no restriction for under age individual or there is no rules stated that only the fashionista person only can buy. There for THE HAINI BUNDLE target everyone can buy the goods from their store.

1.0 BUSINESS INTRODUCTION

THE HAINI BUNDLE is a partnership business company that located at Uptown Danau Kota, Kuala Lumpur. Our business is in industry of fashion product. Our daily service is to sell the used item that can be caps, t-shirts, sweatshirts, hoodies, jackets, jeans, shorts, skirts, high-cut shoes, sandals, sport shoes and boots. Our main prospect is the less capable individual that can afford the brand new original items. For example, the brand new VANS product are selling at price RM350 at the original VANS stores. THE HAINI BUNDLE wanted to help those people by buying the used item that still in good condition and the buyer still can wear it for a long time.

In addition, THE HAINI BUNDLE are highly concern to the quality of product that they get and selling the good quality of product only to their customer. This is because once their stock come to their store, they will sort and check every single item and identify the quality and check if there any broken items. Therefore THE HAINI BUNDLE are very concern about the quality of the product that they wanted to sell to the customer.

Our business company saw the opportunity that this business has the potential of success in this are and can be more successful bundle store in the country.

In the table above, the name of THE HAINI BUNDLE are combination of 5 people which is “H” stand for “HUDA”, “A” stands for “AZIQ”, “I” stand for “ISYA”, “N” stands for “NUIN” and lastly “I” stand for “IZZ”. Those names are the nickname of the 5 person that are also the owner and the partnership of our business. This is because they wanted to be different from the other bundle store’s name for example “Anak Dan Ayah Bundle” which we already know that the business are family business between the father and his children.

Our main activity of the business is Fashionable product. We were selling the used goods that were branded item that were not wear anymore by the 1st person who buy the goods from the original store or from the other store. This item was not been used because of several reasons. For example, the item has a little mistake when printing the goods.

This business is founded by five partners. They are Mr. Muhammad Haziq Bin Hasni as the General Manager, Ms Batrisyia Binti Azhar as the Financial Manager, Ms Siti Nur Ain Binti Ridzuan as the Marketing Manager, Mr Muhammad Izz Iman Bin Mohd Faudzi as the Operation Manager, and lastly Ms Nurul Ainil Huda Binti Mohamad Yazid as the Administration Manager.

This premise located at Uptown Danau Kota, Lot 7 – 21, Jalan Taman Ibu Kota, Taman Setapak Indah, 53300 Kuala Lumpur. This location has been chosen because it was the strategic place because it was place at the nearest Uptown or night market that were a lot of choice for the customer to buy their needs.

“The Haini Bundle” have registered the company on 29th December 2018. Our business has move to the store and start the operation on 1st January 2019. The date of operation is the same as the date business commencement.

The Haini Bundle were targeting their prospect are the less capable individual person who wanted to buy an original or expensive goods that been sold in many branded stores in the nearby area. Therefore, The Haini Bundle were come out with their idea to sell a product that can afford by everyone from kids to the elders that can buy the goods from our shops.