



اَوْبُنُو سَيْتِي بِاَتِي كُنُو لَوْ كُنِي مَنَارًا  
**UNIVERSITI  
TEKNOLOGI  
MARA**



**BEATFROST CLOTHING ENTERPRISE**

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FOR :

MADAM AZIZAH BINTI DAUD

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# EXECUTIVE SUMMARY

This business is based on partnership where it consists of six (6) members which hold important position in the company such as General Manager, Administration Manager, Marketing Manager, Marketing Assistant, Operational Manager and Financial Manager. The business capital is amounted to RM 42000 where the total contribution of each member is RM7,000 and the rest RM 16569 is

T-Shirt with this company name on the front of the shirt is one of the most popular in our company. Beatfrost clothing with tagline "People Who Care Are People Who Wear" is located at No. 15, Jalan Padi Emas 1/5, Uda Business Centre, Bandar Baru Uda, 81200 Johor Bahru, Johor.

BEATFROST ENTERPRISE is a company which focuses on clothing production in Malaysia. Since there are so many local brands exist in Malaysia. We want to make the name of Malaysia become popular in making the new trendy and branded clothes.

Differences in size, colours and type of fabric make this clothes look interesting and suitable to all consumers. The affordable price and the comfortable gives an opportunity to this clothes to be one of the marketable products as people love simple things and affordable. Moreover, the simple design and high quality of fabric give a lot of benefits to our company and we are highly confident that our market can be easily developed and spread in Malaysia.

To make it more attractive and interesting, we decided to make some innovation by implying our activity and modern element in this clothes. Nowadays, various type of clothes is one of the important things in any products making so we not only producing a shirt but we are producing t-shirt, cap, bags, long sleeves shirt, quarter sleeves shirt and sleeveless shirt. So, the customers will have various choice. We have done some research that Malaysia is one of developed country advanced in fashion and most of the Malaysians love to wear local brand shirt nowadays.