



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
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MARA

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



REBEL.CO

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## EXECUTIVE SUMMARY

REBEL. CO is known as clothing boutique that has a trending and unique design. The modern design made is very meticulous and comparable to other boutiques. Customer feedback is always a guide to get better in business matter. We also prioritize our customer comfort and we will always repair and fix if there's any problem and complain. We offer a good and reasonable price with an excellent quality. This business is focused on getting and updated a new clothing trend. We decided to start this business because we can see some prospects that will make this business successful in the future. Nowadays with the growing of social media, make the certain trend and fashion will goes viral. We will take that opportunity and succeed our business.

REBEL. CO company is a form of business based on a partnership which consists of four member such as Operational Manager, Financial Manager, Marketing Manager, Administration Manager and the main position that is General Manager. All these managers play their role professionally to achieve our vision and mission in this business. This company located in Putrajaya, Wilayah Persekutuan. We place our boutique in Putrajaya so that it's easier to find because of the population and the development that high. Our products are trendier and update but it's suits for all communities no matter gender, age and body size. Various type of designs has been designed so that customers have more choice to choose according to their preference. We hope our business will be a well-known boutique clothing and can be comparable to other famous and eminent businesses. Lastly, we also hope that this partnership business can motivate and help each other in the business together.

# CHAPTER 1: INTRODUCTION

## 1.0 INTRODUCTION TO THE BUSINESS

BUSINESS NAME	REBEL. CO
BUSINESS ADDRESS	IOI City Mall, Lot G-69, Level GF, IOI Resort City, Lebuhr IRC, Putrajaya, 62502 Wilayah Persekutuan
NATURE OF BUSINESS	Selling clothes and apparel
FACTORS IN SELECTING THE PROPOSED BUSINESS	Offering various distinct and interesting styles clothing that fits in modern clothing.
FUTURE PROSPECTS OF THE BUSINESS	To make business the first choice of customers

## 1.1 PURPOSE

The purpose of this business plan is the first step before starting a new business. The business plan is very important to those who want to make a new business-like **REBEL. CO** because it may guide our business to be successful business in Malaysia. Planning on our business allows us to understand what the needs to be done for each step.

1. As a guideline for managing, planning, handling, setting, and controlling our new business. We will focus on our financial forecast, budget, target market, and strategies. It helps to avoid failure plan the pitfalls along the way. We can go through if get any problem and monitor as soon as possible.
2. To analyse and evaluate the viability of a proposed venture to our business whether stable, profitable or loss. We need to focus on our financing business such as the cost that we need to buy assets for the company.