**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN**

**RESOURCES MANAGEMENT**

**COURSE CODE:**

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

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**DATE OF SUBMISSION:**

25 JUNE 2021

**ACKNOWLEDGEMENT**

**Executive Summary**

R storeworld2019 is online retailer of trendy marked and streetwear. The fundamental objective of R storeworld2019 is to give the most ideal popular things from different brand to the customer. Consumer loyalty and add to grow design and streetwear local area.

R storeworld2019 has been in the business since December 2019. Beginning of R storeworld2019, the business just sell utilized streetwear like shirt and covers through Instagram. Through most of the way of the year 2020, the busines change its idea from sell just utilized streetwear to bring some fresh out of the box new streetwear into the business. Presently, the business center more around selling brand new items because of more appeal. R storeworld2019 additionally has its own image which is Rstoreworld and as yet wanting to deliver its own item later on. Web-based media is an incredible medium to extend the business and Facebook is the principle decision since it has the most web-based media clients contrast with other web-based media. The higher the users the higher the expected customers.

The business situated in Klang, Selangor and furthermore offer cash on delivery services restricted distinctly in Klang Valley region. Different regions can make installment through online transfers and we will post the items using J&T and Pos Laju delivery services. R storeworld2019 only sell bona fide items and against the selling of fake items. We give security to our customers where we will follow through on back multiple times from selling cost if our items discovered fake. Trust is the main reasons in business and we attempting to acquire it. R storeworld2019 target market is people between the age of 17-40 who love to dress up well. This is on the grounds that we sell aunthentic elegant and relaxed wear. Consequently, individuals who have their own pay and still dynamic to spend time with their companions is our main target.
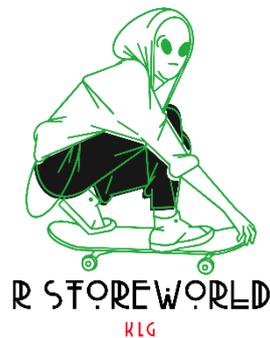
To wrap things up, R storeworld2019 will utilize all sort of online medium to showcase the business as long as its legitimate. This to build the consciousness of online clients that R storeworld2019 is exist. Social media like Facebook and the use of teaser, hard-selling and soft-selling will help the business with growing locally as well as globally.

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**2.0 Introduction of Business**

**Name and Address of Business**



(Business Logo)

The name of the business is R storeworld2019. The R words is the capital letter for Reused,19 is because its established since 2019 and world it is meant to achieve worldwide sales. R storeworld2019 additionally has made its own image name which is Rstoreworld actually like in the logo. It implies the world of Rstore. The business initially selling 100% utilized chic wear which is the reason the name of the business is Reused yet steadily change its business idea to exchanging legitimate fresh out of the box new in vogue things. Presently the business center more around exchanging fresh out of the plastic streetwear things. Stylish wear like shoes, caps, and attire from a different brand, for example, Nike, Adidas, Skateboard brand, and New Era Cap are the case of items R storeworld2019 sell. R storeworld2019 target market is people with the time of between 17 to 40 years of age. This is on the grounds that the items R storeworld19 sells center more around streetwear design which is a style of relaxed dress initially from New York hip hop style and California skate culture.

R storeworld2019 located at Lot 3073, Kampung Delek Baru, 41250 Klang, Selangor. Since the stocks are not that enormous, my room still equipped for holding the stocks which would save the expense of the rental. Customers close by will go to my home in the event that they need to understand what things are accessible and on the off chance that they need to look by the hand rather than simply an image. The expense of rental and the simple access of the web are the significant reasons why I pick my home as the base and the beginning stage of R storeworld2019.