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BUSINESS PLAN REPORT



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Many thanks to all my team members who are very supportive and cooperative. In the meantime, we exchanged opinions, share all of the ideas and always find the solution for settle the task. This business plan covers marketing, administration, operation and financial plan as well as other things important things that we have learned.

Finally, we express sincere to those who were directly and indirectly involved in and contributed to this business plan. Honestly, my classmates were also very helpful in commenting related to this report. we really appreciate all the help in completing this work assignment and hope this business plan report will give us a little bit about the world of entrepreneurship and how to become a successful entrepreneur in the future.

EXECUTIVE SUMMARY

g4rment is one of the companies that produces and sells plus size clothing. The mission of our company is “With the highest standards in design, manufacturing, quality, customer service, branding, and innovation, we strive to be a global leader in the fashion and retail business”. The reason for our mission given is because our business is run by seven people experts that will introduce the new fashions that are trending nowadays especially for plus size.

Our business also runs online and face-to-face services. Nowadays, consumers like to have many options to simplify their affairs. For online, we use social media platforms such as Instagram. Our choice to use social media as marketing because it is so widespread and easy to promote to everyone. While face to face, we have prepared and opened a store to sell our products. The opening of the store is to give an opportunity to our customers who want to buy clothes and want to touch for themselves the texture of the clothing products we produce.

g4rment started operating on 1st January 2022 and our store is located at 23-B, 2nd Floor, Setia City Mall, Alam Nusantara, 40170 Shah Alam, Selangor. The reason we chose to be here is because we are confident and believe we will get a response from consumer because this place is also a strategic place. In addition, we chose the state of Selangor because Selangor is Malaysia’s most populous state compared to other places.

To conclude, a business plan is a way to get used to the business. Doing business effectively will get good results in the future. We will focus our business on consumers who match the clothes you sell. Next, we also have our strategy to achieve vision, mission and objective of this business.