



**FACULTY OF BUSINESS MANAGEMENT  
DIPLOMA IN TRANSPORT (BA1175H)**

**FUNDAMENTALS OF ENTREPRENUERSHIP (ENT 300)**



**COZY WEAR EMPIRE**

**PRODUCT NAME**

**SLEEP ESSENTIAL**

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## **EXECUTIVE SUMMARY**

Cozy Wear Empire is a small business that was created with the intention of providing comfortable sleepwear as well as sleeping accessories to Malaysian. The main mission of this business is to ensure all the customer having a good sleep while using product from Cozy Wear Empire at one building love and self-care in every day. We want to provide them with comfy garments and good product material to help them obtain a good night's sleep.

The business entities for Cozy Wear Empire are a partnership with five partners. This business will begin moving in on March 3rd, 2022, to complete some initial setup and preparations before begin the operations. The business operation is sells in-store and selling in online. The store is in the mall next to a residential area and an office building where we want to interact with more customers and encourage them to acquire our products.

The target customer for Cozy Wear Empire is children, male, female and family. Sleepwear and sleeping accessories were used on a daily basis and are such an important part of people's lives. Even though, there a lot of competitors that also produce the same product as us we still want to assure that our product could help the society with the comfort and cozy material to achieve such a wonderful and flexible lifestyle.

Cozy Wear Empire are providing the such as pyjamas for male, female and kids, kaftans, pillowcases, scrunchie, slippers, scented mist, and scented candles. The main components of this business are direct labor, machinery, and equipment. In the business plan, the organizational plan describes the company's principal objective and vision, as well as all of the staff responsibilities involved in running Cozy Wear Empire.

The marketing plan is the next component, and it will display the promotions that Cozy Wear Empire offers to its customers in this part. It lists the products and services offered by this business, as well as the prices for each one. The operation strategy for this Cozy Wear Empire is essentially outlining the internal variables that support the general

## 1.0 INTRODUCTION

### 1.1. Name of the business

# COZY WEAR EMPIRE

Figure 1.1 Name of business

The name of our business is Cozy Wear Empire. Cozy Wear Empire is a business selling sleeping products to the community. Meaning of cozy wear is, we want to provide comfortable, pleasant, and beautiful cloth for use in sleep along with sleeping accessories. We are focused in deliver good product material to help people get comfort and good sleep.

Empire meaning to present our goal to be a collection of businesses with shared high-level management. We also rent a store at mall to start our business. The name of the store is Cozy Wear Empire. From the name, we hope our business can attract more people to come to our store and buy a comfy and agreeable sleep product.

### 1.2. Nature of business

Cozy Wear Empire is a small business that sells comfortable sleepwear for men, women, and kids, as well as agreeable sleeping accessories for all people in Malaysia. Items on sale as pyjamas, kaftans, pillowcases, scrunchie, slippers, scented mist, and scented candles. A business entity for Cozy Wear Empire is a partnership with five partners.

The business is operating sells in-store and selling in online. The business type for Cozy Wear Empire is merchandising. The business purchase goods wholesale or goods that are ready and then sell it to customers. The objective to conduct this type of business is to sell products at a price point higher than what it cost.