



اَوْبُوْرَسِيْتِي تَيْكُونُوْ لُوْ كِي مَارَا
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ENT 300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

'WANNN' JERSEY AND SPORTSWEAR



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EXECUTIVE SUMMARY

'WANNN' JERSEY AND SPORTSWEAR is a newly established jersey and sportswear boutique that will be operating in Pasir Mas, Kelantan. We have chosen 'WANNN' as our business official name; it symbolizes our target, which is we want to be the number one jerseys and sportswear seller in Kelantan.

We will be selling jerseys with the latest design based on the latest session as our primary item. Then, sportswear such as shorts also will be offered to our customers. In the beginning, we may just offer jerseys and a few sportswear, but from time to time, we are targeted to offer most of the sportswear. With that, our boutique will be a one-stop centre for the customer to purchase any jerseys, sportswear, and sports equipment's.

We are choosing this industry to start our business because we realized the opportunity that our community is now involved in a healthy lifestyle. With that, they must look for suitable and comfortable attire to wear when they go jogging, playing football or hiking. We offer them high-quality jerseys and sportswear at affordable prices as well as exciting designs. Customers will also get extra benefits with us throughout the after-sales service we provide them. Apart from that, we are choosing this business because it is easier to conduct compared to the food services. It is because this business does not require a lot of raw materials and equipment to be run.

Our business is run by the three main managers which are Marketing Manager, Operational Manager and Financial Manager whereas all of them under supervising of the one General Manager. We also will hire one administrative clerk to support the administration department and two operation staff to ensure our daily operations runs smoothly.

To conclude, we hope that our proposed business will reach and achieve our vision to be the number customer's number one choice centre in Kelantan to buy jerseys and sportswear. We are also hoping that in future, our 'WANNN' JERSEY AND SPORTSWEAR will be a famous sports boutique in Malaysia like AI-Ikhsan and Sports Direct.

2. To convince relevant parties of the investment potential of the project

To start any business or run any company, large capital was required. With that, we can use this business plan to convince any parties to invest in our business. This business plan will give a clear goal of our business to convince the investors that our business will provide them with a worthwhile return with a large profit.

3. To allocate business resources effectively:

Every entrepreneur must aim for the small capital but large profit. Hence, we need this business plan because we want to ensure that we use our business resources effectively without large capital. In this business plan, everything was planned properly to ensure that no wastage of business resources occurred.

2.4 SCHEDULE OF TASKS AND RESPONSIBILITIES

POSITION	Tasks And Responsibilities
General Manager	<ol style="list-style-type: none">1. To plan, implement and control the overall management of the business.2. To plan and monitor the strategic progress of the business.
Administration Manager	<ol style="list-style-type: none">1. Supervise daily operation2. Develop, review, and improve administrative policies3. Planning and scheduling meetings, events, and training.
Marketing Manager	<ol style="list-style-type: none">1. To prepare all marketing strategies for the company.2. Update all the staff about the progress of marketing strategies.3. Supervise all marketing campaigns.
Operation Manager	<ol style="list-style-type: none">1. To plan inventory of the products2. Ensure operation materials is sufficient with lower cost.3. Supervise quality control of the product.
Financial Manager	<ol style="list-style-type: none">1. Control the overall budget involved in the company.2. Provide a cash flow statement.3. Produce a proper and accurate financial report.
Administration Clerk	<ol style="list-style-type: none">1. Answer the phone call2. Set up an appointment with suppliers and customers3. Managing office inventory and operating office equipment