



ENT530 PRINCIPLES OF ENTREPRENEURSHIP

BUSINESS PLAN



Bella Stella Tailor

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TABLE OF CONTENTS

| | |
|---|---------------------------------------|
| ACKNOWLEDGEMENT | 1 |
| LIST OF TABLE..... | 2 |
| LIST OF FIGURES | 2 |
| DECLARATION FORM..... | 3 - 10 |
| 1.0 EXECUTIVE SUMMARY | Error! Bookmark not defined. 1 |
| 2.0 COMPANY PROFILE | 12 |
| 2.1 Details of Company Name and Logo..... | 12 |
| 2.2 Shareholders/Partners Background | 13 - 16 |
| 3.0 ENVIRONMENTAL INDUSTRY ANALYSIS..... | 17 |
| 3.1 Overview of The Industry | 17 |
| 4.0 DESCRIPTION OF VENTURE | 18 |
| 4.1 Form of business | 18 |
| 4.2 Business nature | 18 |
| 5.0 MARKETING ANALYSIS AND COMPETITION / MARKETING PLAN | 19 |
| 5.1 Introduction | 19 |
| 5.2 Market Analysis | 20 |
| 5.2.1 Customer | 20 |
| 5.2.2 Geographic | 20 |
| 5.2.3 Psychographic..... | 21 |
| 5.3 Market Size and Trends..... | 21 |
| 5.4 Market Share and Sales..... | 22 |
| 5.5 Competition and Competitive Edges | 23 |
| 5.5.1 Comparing Competitors Product | 24 |
| 5.6 Fundamental Values and Customer Needs | 24 |
| 5.7 Marketing Strategy..... | 24 |
| 5.7.1 Pricing..... | 25 |
| 5.7.2 Price list | 25 |
| 5.7.3 Add on..... | 26 |
| 5.7.4 Alteration Service | 26 |

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1.0 EXECUTIVE SUMMARY

This report is prepared for the Principle of Entrepreneurship (ENT530). It is our group assignment which is a Business Plan. The name of our business is Bella Stella Tailor. In this report, we will explain about our business background, marketing plan, operational plan, organizational plan and financial plan. This business consists of partnerships who contribute the same amount of capital and will hold different tasks and responsibilities in order to manage our business and hold important positions in the company such as General Manager, Organization Manager, Marketing Manager, Operational Manager and Financial Manager.

Our vision is to become the leading company in tailoring services with the best quality for our customers. We strive to be a caring and well-managed organization for our business partners, customers and employees, and a responsible corporate citizen to our society. This vision is important in our organization as it will create a guideline for us to achieve our goals and objectives in providing high quality of services and expanding our business in the global market. Our mission is to earn our customers' and co-workers' respect, while building self-esteem and pride for our profession. We want to become the best that we can be as a company by always doing our best. We also will make a continuous improvement to our service according to customer's feedback.

Our business offers two services for the customer in which we accept the sewing orders such as tailoring which includes add-on if the customer requests to add anything to their garments and the second service is alteration where the customer can adjust their cloth or dress. Moreover, with the two services that we provide, it can attract more customers to come into our shop because not all the tailor businesses provide two services at the same time.

Our location of the business is at Seksyen 7, Shah Alam. This location is very strategic because it is in the middle of the city where there is also a population that we can attract. We prioritize to benefit customers with the quality of our service. Since we are a new company and just want to enter the business world, we realize many factors that we need to consider before we start our business such as economics, acknowledgment, time, and energy. We also find the employees according to their respective expertise. These factors are important before competing in the market with other competitors. Bella Stella Tailor managed to get the profit for the first-year amount RM384,000 after we had struggled to increase the sales in the first three months. But after 3 years, we managed to increase our profit by around RM600,000.

Thus, in conclusion, we hope that Bella Stella Tailor can be a well-known company throughout the nation. Lastly, it is our pleasure to be the benchmark for other people who are interested in starting a business

2.0 COMPANY PROFILE

2.1 Details of company name and logo



The name of our company is Bella Stella Tailor which the Bella Stella comes from a Latin word. The reason why we chose and decided to pick this name is because Bella means beautiful, and Stella means star. The combination of this name has its own meaning which can describe our customer. We value and respect each customer's preference because to us they like our strength to continue making an effort to help them become perfect. Moreover, having the best quality of outcome is our focus to give pleasure to the customers' beautiful appearance. Bella is very pretty and beautiful, no matter what their measurement, size and taste. Meanwhile Stella is a star which we will hear all the customer wishes and make them come true just like a shooting star. The use of the Bella Stella name is suitable as it can attract more people or loyal customers to use our service because they will feel appreciated that the name is made especially for them. Since we focus on the customer's wishes and preference, we will make sure that customers do not have any difficulties when coming to our tailor shop. Customers are just like Bella Stella, even though there are so many stars in the sky, our customers shine more brightly and beautifully among them. Another reason is because the name is easy to remember and to pronounce. Besides that, the color of our logo background is a pastel color. Pastel color can draw the attention of the people as it describes the feeling calming, happiness, peace and harmony. The icon that we choose in our logo Bella Stella is a picture of a woman who takes the measurement of size. This icon can be easily understood by the customer as it represents our business as a service of tailo