

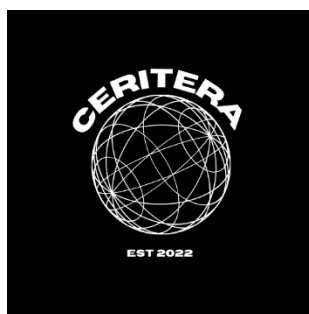


اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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 TEKNOLOGI
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ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP

TITLE: BUSINESS PLAN



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Executive Summary

A store called CeriTera Clothing provides customers with fashionable, aesthetically pleasing clothing that is produced by us. In keeping with our vision and objective, CeriTera Clothing provides high-quality fabric and materials that are used to produce any type of t-shirt and provide our customers satisfaction. "Being the most customer-focused organization on Earth, where customers can search for and learn about any product they could wish to purchase online" is the mission statement of CeriTera Clothing. The mission statement of CeriTera Clothing is "We work hard to give our customers the best selection, the lowest costs, and the greatest ease" and the company's catchphrase is "Realisation of Your Needs."

The objectives of CeriTera Clothing were broken down into short-term and long-term goals, but the company's main goal is to be the first option for people when it comes to cutting-edge design and popular styles. CeriTera Clothing genuinely cares about the quality of our products in order to win customers' confidence and loyalty. Adib Danial Bin Ahmad Jais is the general manager of this partnership business, followed by Muhammad Daniel Hakim Bin Romzi as the administration manager, Amirul Rusyaidi Bin Azmi as the marketing manager, and Muhammad Aqil Bin Mohd Shukri as the financial manager of CeriTera Clothing. With this vital position, we will ensure that CeriTera Clothing meets all of its goals and operates efficiently by planning for a variety of outcomes and issues that could arise while running this company.

The address of CeriTera Clothing is SS15, Subang Jaya, 47500. The residential neighbourhood is close by, and customers can visit our retail business site because it is close to a major metropolis. This place is all set up perfectly. Given that this retail establishment is conveniently located near public transportation, it only takes about 10 minutes to get from the LRT SS15 to the CeriTera Clothing store. We intend to target adults and teenagers as our main clientele. This is due to the fact that most people in this day and age are always up to date and seek out minimalist and aesthetically pleasing fashion trends. Therefore, we think that the majority of them will enjoy our products since we want people from their generation to frequent our shop and become devoted consumers of our goods. However, we also aim to attract young people and the elderly as customers. As a result, we also give them excellent care in an effort to win their business.