



اَبُو سَيِّدِي تَكُونُ لَوْ كُنِي مُبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

Ivy



new clothes, new passion

IVY'S FASHION RETAILS STORE

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TABLE OF CONTENTS

CONTENTS	
STUDENT PLEDGE	1-5
1.0 INTRODUCTION	
1.1 BUSINESS DESCRIPTION	6-7
1.2 OWNER DESCRIPTION	8-12
2.0 ADMINISTRATION PLAN	
2.1 INTRODUCTION TO THE ORGANIZATION	13-14
2.2 ORGANIZATION CHART	15
2.3 ADMINISTRATION PERSONNEL	16-17
2.4 OFFICE EQUIPMENT & SUPPLIES	18
2.5 OFFICE FURNITURE AND FITTINGS	19
2.6 ADMINISTRATIVE BUDGET	20
3.0 MARKETING PLAN	
3.1 MARKETING OBJECTIVES	21
3.2 SERVICE DESCRIPTION	21
3.3 TARGET MARKET	22
3.4 MARKET TREND & MARKET SIZE	23-24
3.5 COMPETITION	25
3.6 MARKET SHARE	26
3.7 SALES FORECAST	27
3.8 MARKETING STRATEGY & BUDGET	28-31
4.0 OPERATIONAL PLAN	
4.1 OPERATION OBJECTIVES	32
4.2 PROCESS PLANNING	33
4.3 OPERATIONS LAYOUT	34
4.4 CAPACITY PLANNING	35
4.5 LOCATION PLAN	35-36
4.6 BUSINESS HOUR AND WORKING HOUR	36
4.7 LICENSE, PERMIT, AND REGULATION REQUIRED	37-38
4.8 PRODUCTION PLANNING	39
4.9 OUTPUT PLANNING	40
4.10 MANPOWER PLANNING	41
4.11 OVERHEAD REQUIREMENT	41
4.12 MACHINE AND EQUIPMENT PLANNING	42
4.13 MATERIAL PLANNING	43-45
4.14 OPERATION BUDGET	46
4.15 IMPLEMENTATION SCHEDULE	47

5.0 FINANCIAL PLAN	
5.1 BUDGETS	48-50
5.2 DEPRECIATION SCHEDULES	51
5.3 LOAN & HIRE-PURCHASES AMORTIZATION SCHEDULE	52
5.4 CASH FLOW PRO-FORMA STATEMENT	52
5.5 PRODUCTION COST PRO-FORMA STATEMENT	53
5.6 PRO FORMA INCOME STATEMENT	54
5.7 PRO FORMA BALANCE SHEET	55
5.8 FINANCIAL PERFORMANCE	56-57
6.0 CONCLUSION	58
7.0 APPENDICES	59-60

MARKETING PLAN

3.1 MARKETING OBJECTIVES (semua sorg 2)

1. To increase brand engagement in order to optimize profit.
2. Implement content enhancements into every social media post by the end of the calendar year in order to convert 30% of our website visits into possible sales leads.

3.2 SERVICE DESCRIPTION

Ivy's is a company that supplies and sells a variety of clothes and apparel that match all the customers' needs. There are a lot of different categories of clothes that Ivy provides to their beloved customers. There are several categories that the company provides such as the man's apparel, women's apparel and also not forget the children apparel. Ivy's also tried to provide a variety of clothes that can match the variety of occasions that the customers needed. The store of Ivy's was located in a few states in Malaysia and will be widened more in the future.

Ivy's clothes were designed by the experienced and also some fresh graduates designers. It is because Ivy can be the platform for them to widen and gain some new experience in the designing industry. The experienced designer can be the mentors for the freshly new graduates. It resulted in the many new exciting designs of clothes with their collaborations.

Apart from the amazing designing team, the clothes that were provided by Ivy just like was mentioned earlier that it provided a variety of categories for those three main apparel which are men's, woman's and also children's. As for the men's apparel, casual shirts, suits, pajamas and also a variety types of trousers are being sold. As for the woman's apparel, dress, casual shirt, blouse and also skirts are being sold and the same goes for the children's apparel. Many types of pajamas, casual shirts and rompers are being sold. Some of the clothes can also be customized if there is a request from the customer. The designing team will do their best to fulfill the customer request. This will be one of the unique sides of Ivy's from the other retail clothing shops.

For maintaining customer satisfaction, Ivy's will do a quality survey about their clothing products towards the customer that already bought the clothes from them. The survey is done once in a month. By doing the survey, Ivy's can make some improvement in many ways with their customer service, the quality of the clothes and also the new idea of making the other types of clothes.

3.3 TARGET MARKET

A target market is a population that has been determined to be the most probable buyer base for a given product due to commonalities among them. When a company is designing, packaging, and advertising its product, one of the most important decisions it makes is determining its target market. It is also a subset of consumers who have been determined to be the most likely to purchase a company's good or service due to similar socioeconomic backgrounds. The creation and execution of an effective marketing strategy for any new product requires a clear understanding of the target market. The way to succeed is to pick a target market that is both significant enough to yield profits and narrow enough to be within the responsibility of our advertising campaigns.

MARKET SEGMENTATION

There are four main categories of market division. One type, though, can typically be divided into segments for individuals and organizations. The entire addressable market for a brand may have a range of needs, difficulties, preferences, and purchasing criteria. Since we want to achieve more effective and efficient marketing, advertising, and sales, we take target segmentation seriously. We utilise the demographic and geographic segments, two of the four target segmentations that we use.

1. DEMOGRAPHIC SEGMENTATION

A common method for market segmentation is demographic segmentation. It entails segmenting the market according to the age, income, gender, education, and occupation of the target market's customers. In order to satisfy our customers, we offer a variety of clothing and accessories that correspond to their age, income, and occupation. For example, we provide reasonably priced clothing for men, women, students as well as children in order to meet our demographic segmentation goals. For men, we supply casual shirts, suits, pajamas, and a variety of trousers that match with their occupation. For women, we sell dresses, casual shirts, blouses, and skirts the same is true for children's clothing. The majority of the people who live close to our place of business would like to purchase daily clothing at an acceptable rate, according to our analysis of their standard of living.

2. GEOGRAPHIC SEGMENTATION

Technically speaking, demographic segmentation is a subset of geographic segmentation. This method divides clients based on their actual locations. We truly desire to establish more branches so that we are able to show and provide our global customer base with a wider variety of clothing options. We consider a number of factors, including population density and type (rural, suburban, exurban, or urban). We primarily locate our business in malls that are close to residential areas of the community, drawing a diverse range of customers, in order to precisely target our target market. To be able to accomplish our geographic segmentation, our company operated and opened five locations, with our main and largest store being in Kuala Lumpur, which is known as a popular destination for shopping.