



اَوْنَبُو سَيِّدِي تَتِيكُونُو لَوِي كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTERPRENEURSHIP (ENT 300)

BUSINESS PLAN



4AD ENTERPRISE

CLOTHES RENTAL SERVICES

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EXECUTIVE SUMMARY

4AD will be incorporated in year 2019, lead and operate by a group of industry professionals with years of experiences in respective field. Our company focuses in fashion local and international. It is in Second Floor, Southville City, Taman Technology Mint, Bandar Baru Bangi, 43000, Selangor

This business proposal presents an overview of business description, activities and goals for 4AD ENTERPRISE within three years forecasted business period. 4AD is a start-up clothes renting retail establishment located at Second Floor, Southville City, Taman Technology Mint, Bandar Baru Bangi, 43000, Selangor. It is surrounded by neighbourhood and university which is a very strategic place to start a business. Its mission is to offer a high-quality clothes and accessories rental at a reasonable and affordable price to meet the demand of the low to higher income metropolitan residents and students. Thus, 4AD will position itself as a place where customers can find the cheapest rental of branded clothes in the easiest way possible which is through application or visit our business premise. The rental includes a broad range of clothes and accessories such as Malay traditional clothes, India traditional clothes, tuxedo, dress, t-shirt and modern clothes. Via our app, the person that uses our app can rent clothes from our company or they can rent out their own clothes as well only if the users pass the requirement needed. 4AD provide variety of its clothes rental at all time during business hour from 10 a.m. until 8 p.m. A few batches of clothes are prepared to ensure clothes needed by the customers can be received on the spot and satisfy our customers.

4AD aims to penetrate the market with 10% of market share among its main competitors (Haurra Sewing Studio and Savanna Boulevard Shops) with forecast sales of RM 500 in the first month and will increase gradually and it would generate about RM570,500 sales revenue in the first year. The business will experience 10% increment in sales revenue and working capital for the second and third year of business. The total project implementation cost for 4AD is RM 35914. The financial resources will consist of a 15-year small medium enterprise loan equal to RM 9203 and the remaining will acquire from business equity (partner's contribution). In order to ensure that the business will experience sustainable growth, 4AD plans to update its application to make it works more systematic and smoother to satisfy our customer's needs.

Our company utilize an application to let the users rent the clothes from us or renting their own clothes. Notwithstanding, it is not limited to clothes only but the accessories, shoes and bags as well as it included in fashion. Nowadays, clothes rental had being issue as the cost way too high. But, our company give the cheapest price in the market which will attract many users to use our service. So, with our innovation, it not only diminishing the expense but rather it additionally accompanies a less difficult technique to facilitate the citizens of our nation to rent clothes. Both sides, us and users will gain the benefits

The type of business is a partnership consists of four members who hold important positions in the organization which are General Manager, Administration Manager, Financial Manager, Marketing Manager and Operational Manager. Every one of the accomplices will tirelessly work from 9.00 a.m. until 7.00 p.m. with the end goal to give the best administrations to our clients.

We define our market as a fashion rental. We start the business with hope to achieve outstanding demand from consumer. We even planning to expand our business to the domestic level in the future

4AD did not contend straightforwardly with other organization as we are the just a single to rent the clothes via application in the nation. We trust that we have preferences to stand still in the business and increment the level of our selling will not stopping from year to year

TABLE OF CONTENT

TITLE	PAGE
COVER PAGE	1
LETTER OF SUBMISSION	2
ACKNOWLEDGMENT	3
TABLE OF CONTENT	4-6
EXECUTIVE SUMMARY	7
❖ INTRODUCTION <ul style="list-style-type: none"> ➤ Introduction ➤ Purpose of Business Plan ➤ Company Background ➤ Partner’s Background ➤ Partnership Agreement 	I
❖ ADMINISTRATION PLAN <ul style="list-style-type: none"> ➤ Introduction ➤ The Vision, Mission and Objectives ➤ Organizational Chart ➤ List of Administration Personnel ➤ Schedule of Task and Responsibilities ➤ Schedule of Remuneration ➤ Benefit of Partners ➤ List of Office Equipment ➤ List of Fixture and Fittings 	II

INTRODUCTION

4AD Enterprise will be established in the early of 2019, where we are focusing in providing the clothes and accessories rental to the community of Bangi, Selangor. We are providing clothes and accessories renting that are the cheapest in the market yet very popular items and in a good shape. This service founded and managed by four partners who are determining to give a great opportunity to tall peoples in Malaysia to try becoming more fashionable which will improve the appearances and confidence. Therefore, we will be able to establish our business and expanding our services all over the country

PURPOSE OF THE BUSINESS PLAN

1. The Entrepreneurs (The Board of 4AD Enterprise)

To have a better and clear understanding of the business opportunity and as a reminder for us to act wisely and smartly based on the business plan which work as a guideline for us to manage the business efficiently and systematically

2. Financial Institutions

To help and assist the financial institution to evaluate the capability of the proposed project to provide loan for the business. Financial institution involved in this business project is Bank Islam

3. Suppliers

To convince and persuade our suppliers the ability of convince the suppliers the ability of our business thus benefiting both sides in the long-term business arrangement

4. Company Staffs

Help the staffs to grasp the business's goals and main objective and also to provides a guideline to them concerning their position duties and responsibilities

To influence our purchasers relating to the rentals that are being offered to them and offers assurance of the standard of our rent. Additionally, the objective of our company is to satisfy all the customer's needs and wishes, because the satisfaction of our customers become our main priority. We wish to introduce our rentals to public and maintain potential purchasers by creating sensible relationship with suppliers, creditors and customers. We wish to expand our business to come up with high rate of profit during next five years and to make sure that our business run more systematic and economical to extend our sales