



اَوْنِيُوْ سَيِّتِي تِي كُوْلُوْ كِي مَارَا  
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**DIPLOMA IN MICROBIOLOGY (AS114)**

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**



**BUSINESS PRODUCT:**

**SELF-REGULATING DUAL SEASON CLOTHING**

**BUSINESS PLAN REPORT**

**PREPARED BY:**

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## **1.0 EXECUTIVE SUMMARY**

WEATHER ENTERPRISE is a partnership-based company managed by five key roles; Office Manager, Financial Analyst, Marketing Executive, Operations Executive, and Supply Chain Coordinator. Each manager plays an essential role in ensuring the company's success and fulfilling its objectives.

WEATHER ENTERPRISE specializes in producing and selling Self-Regulating Dual-Season Clothing, an innovative apparel line designed to provide comfort in both hot and cold climates. This breakthrough clothing incorporates Phase-Change Materials (PCM), which regulate body temperature by absorbing heat to cool the body down in warm conditions and releasing stored heat to keep the body warm in colder weather.

Smart design, the clothing features dual-layer fabrics, an insulated layer for warmth and a breathable layer for cooling. It includes adjustable elements, such as reversible sides, making it adaptable to various activities and weather conditions. Premium materials and durability, by embedding high-tech PCM into durable fabrics such as polyester and cotton, the company offers a product that balances functionality, comfort, and longevity.

The company is located in Jalan Medan Pusat Bandar 8A, Seksyen 9, 43650 Bandar Baru Bangi, Selangor, targeting individuals aged 18-45 with active lifestyles or those living in areas with unpredictable weather. The product will be marketed at prominent shopping centers across Selangor, a strategic location with a population of over 114,415, ensuring convenient access to potential customers. Despite competition from established brands like M&B, Jalan Jalan Japan, Pusat Fesyen KW, and Sport Planet Warehouse Outlet, WEATHER ENTERPRISE views this as an opportunity to distinguish itself through innovation, superior materials, and unique features. The company aims to reach 5% of its target market, approximately 114,415 customers, in its first year by emphasizing quality and functionality.

Within the first year of operation, WEATHER ENTERPRISE expects to achieve profitability, primarily through retail sales, with plans for future expansion into wholesale markets. By leveraging a strategic marketing approach and maintaining a commitment to innovation, the company is positioned for long-term growth and success.

## **2.2 Reason For Starting The Business**

The creation of WEATHER ENTERPRISE is rooted in a commitment to transforming the apparel industry by offering innovative, sustainable, and functional clothing. Our journey began with a desire to address the growing need for versatile clothing that adapts to unpredictable weather conditions, providing users with unparalleled comfort and style. The introduction of Self-Regulating Dual-Season Clothing, incorporating Phase-Change Materials (PCM), represents our solution to the challenges faced by modern consumers who navigate extreme or fluctuating climates daily. This product not only fills a gap in the market but also enhances the quality of life for individuals seeking reliable, weather-adaptive solutions.

Environmental sustainability is at the core of our business. By using advanced materials and eco-friendly production techniques, WEATHER ENTERPRISE aims to minimize environmental impact while aligning with the values of environmentally conscious customers. This initiative underscores our belief that businesses must take responsibility for reducing carbon footprints and contributing to a greener future. Moreover, our focus on innovation enables us to deliver dual-purpose apparel that is not only functional but also fashionable, appealing to a broad demographic of active individuals, outdoor enthusiasts, and urban dwellers.

Another significant driving factor is the opportunity to foster economic growth by creating job opportunities across various departments. Recognizing the challenges many face in securing employment, our company aims to empower individuals by providing training and stable income. This approach not only supports local communities but also builds a skilled and motivated workforce that will contribute to the company's long-term success. Additionally, we see the potential for long-term growth in a competitive market by offering a unique product that sets new industry standards in sustainability, innovation, and adaptability.

## **2.3 Purpose For Preparing Business Plan**

The business plan for WEATHER ENTERPRISE serves as a strategic foundation that guides the company's operations and growth. It clearly articulates our mission, vision, and objectives, ensuring that every effort is aligned with our overarching goals. By outlining specific milestones and strategies, the plan provides a roadmap for tracking progress, addressing challenges, and seizing opportunities. This document not only helps internal stakeholders maintain focus but also demonstrates our commitment to excellence and innovation to potential investors and partners.

In addition to providing strategic direction, the business plan is instrumental in understanding market dynamics. Through in-depth market research and analysis, we have identified our target audience, their preferences, and the competitive landscape. This insight enables us to position WEATHER ENTERPRISE effectively, design marketing strategies that resonate with consumers, and respond proactively to industry trends. By doing so, we ensure that our business remains competitive and relevant in a rapidly evolving market.

Operationally, the business plan serves as a blueprint for day-to-day activities. It defines roles, responsibilities, and performance metrics that enable the team to work cohesively toward achieving our objectives. By fostering clear communication and collaboration among team members, the plan helps streamline operations and maximize productivity. Additionally, it offers financial clarity through detailed projections and budgets, ensuring effective resource allocation and informed decision-making.

The business plan also plays a pivotal role in building credibility with stakeholders. By presenting a well-structured strategy, it instills confidence in our vision and capabilities, encouraging investors, customers, and employees to trust and support the company. Furthermore, it reflects our dedication to sustainability, innovation, and customer satisfaction, which are the pillars of our brand identity. Ultimately, this business plan equips WEATHER ENTERPRISE to navigate challenges, capitalize on opportunities, and solidify its position as a leader in adaptive and sustainable clothing.