



اُونِيُوَرْسِيْتِي تِيكْنُولُوْجِي مَارَا
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MARA

FUNDAMENTAL OF ENTREPRENEURSHIP



'Stylistically Innovative Works'

ENT300 BUSINESS PLAN

Prepared by:

Ahmad Farihan Bin Khalid	2012344353
Gwendolyn W Aegidius	2012980753
Kartina Binti Jonathan	2012903309
Mohd. Farhan Bin Mohd Suffian	2012987849
Nazirah Binti Ganilin	2012144151

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Executive Summary

1.0 Introduction

Stylistically Innovative Works (S.I.W) is a do it yourself (DIY) shop which locate at Wisma Merdeka. We choose this location because of the fact that this shopping mall is a well known mall in Kota Kinabalu city and it is easier for our customers to find our store. The concept of our product is DIY in which we improvised a product and make the use of it for a different purpose. Not only that we use reusable products, we also can guarantee that the products are harmless for the environment.

We saw the opportunity to open this type of business because we noticed that not many competitors are in this industry yet. We also have seen a trend of organising houses using a DIY products and people are doing it all around the world. Sometimes people just throw away things that they have used without realising that it can be reuse for a different purpose. Which bring us into this business where we will make a completely different products using one base product, which is glass.

Our base product is glass. We can transform it into a lamp. This lamp is suitable to be used on your make up table, bedroom table or anywhere you want to put it. Using a LED candle, we can ensure our customers' safety and it is not harmful. These lamps are very convenient, not heavy and look elegant when it is placed on the table.

We at Stylistically Innovative Works saw the opportunity that this business has the potential of success provided that it is handled efficiently. Every product that we produce must maintain the high quality level in order to ensure our customers' satisfaction. S.I.W sees this as a way of prospering in this market, by taking advantage of all these peoples' needs.