



UNIVERSITI TEKNOLOGI MARA

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

THE FLASHING T-SHIRT COMPANY

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THE FLASHING COMPANY

EXECUTIVE SUMMARY

My name is Celetina Paulus and I am the General Manager of The Flashing T-Shirt Company. I am writing to introduce THE FLASHING COMPANY, wherein our company provides specific LED Flashing T-Shirt. Our company prepare product that follow the demand by the customer

Our main office is located at **Kota Kinabalu, Sabah**. We estimate to start up our business on May 2015. With the reference of government of Sabah there have 3.15 million people in Sabah. On the other hand, based on the scientific research that we had and the population of people in Sabah, we can say that our product can be one of the creative T-Shirt that bring a new innovation to the younger generation actually. For example, we can wear this T-Shirt when celebrating party such as birthday party, Hari Raya, Christmas and Independent Day. We provide a lot of design of the LED Flashing T-Shirt following the trend of the party.

THE FLASHING T-SHIRT is a new brand in Malaysia that still unknown in market. The main product of our shop is the LED FLASHING T-SHIRT. THE LED FLASHING T-SHIRT is made from 100% cotton. Our product is attractive because The LED Flashing T-Shirt is a light up shirt that flashes to the beat of any music playing around it. Nowadays, all festival party using sound activated flashing up and down LED light music equalizer T-Shirt. The LED Flashing T-Shirt is a sound sensitive flashing equalizer shirt, perfect for anyone with a cool mood and a hint of chic. Therefore, we are confident this business has a high potential to expand to the international market.

THE FLASHING COMPANY

ACKNOWLEDGEMENT

First of all, we are grateful that all of our members are giving full cooperation while preparing this business plan. We have encountered a variety of obstacles and difficulties in preparing this proposal. However, we as a team have managed to overcome those obstacles by the helps from people around us while we do this proposal. They are our families, colleagues and our lecturer that gave us support in each time we need in help.

We also like to thank to our lecturer, Mr. Cyril@Christopher Supain for guiding and give full explanation to us in completing our business plan. By follow his explanation given to us, combination of our general knowledge and correction given to us make this business plan proposal successful. This business plan success like what we as a team plan before this proposal finish. We also felt really good because we have strength to prevent out weaknesses while making this business proposal.

By implementing our as an entrepreneur, proposing this business has made us see the opportunity that we have in business industry. We strongly believe that this business can further in the future with knowledge and inputs that we have learned. We hope that we are able to understand more on how a business work and know the newest trend and other thing that related in business that we should acknowledge before starting a business. In addition, we are also looking forward to operate this business according to the business plan that we have prepare.

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