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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COMPUTER SCIENCE AND MATHEMATICS

DIPLOMA IN COMPUTER SCIENCE (CS110)

CS1104A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME: CHEMISES PACES

PRODUCT NAME: STREETWEAR APPAREL AND ACCESSORIES

PREPARED FOR:

MADAM ROZIEANA BINTI KHALID @ A.HALID

PREPARED BY:

SYED ALI NAQUIB BIN TUAN SYED KARAMI (2018408318)

LETTER OF SUBMISSION

Diploma in Computer Science (CS110)
Faculty of Computer Science and Mathematics
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

10 JULY 2020

Madam Rozieana Binti Khalid @ A.Halid
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**Chemises Paces – Retail Business**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....
SYED ALI NAQUIB BIN TUAN SYED KARAMI

ACKNOWLEDGEMENT

Alhamdulillah, we are most grateful towards Allah SWT for the completion of this Business Plan Assignment which one of the assessment that need to be done in this subject code ENT 300.

I want to be thankful to my parents in giving their support to accomplish this business plan. This business plan has been planned with the cooperation from many people especially to my lecturer which is Madam Rozieana binti Khalid @ A.Halid on his kindness in helping me whenever I am not understand on the certain topics. I would not be able to accomplish this task without the help of her.

I managed to be more organize in handling with problems that appear during our research. This business plan include the organization, operation, financial, marketing needed by a new entrepreneur as a guideline to start the business.

In conclusion, to those who involved directly or indirectly to the completion of business plan, I am very grateful for the effort that they shown until I am successfully complete this assignment. I apologize to those who are not been mentioned that helped me too in someway to accomplish this assignment. I hope this business plan report can be a direction for whonever want to be an entrepreneur in the future.

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EXECUTIVE SUMMARY

Chemises Paces offers apparel products services towards the customers by providing variety of stylish products such as Oversized T-shirt, Summer Bucket Hat Collection and many more that gives high satisfaction for the customers when they purchase it.

Our targeted customers is among the teenagers that identify as a middle class whose want to purchase the products at the affordable price. The reason why we chose teenagers as our mainly target is because the teenagers has an aura to wear stylish clothes that gives them confidence to wear it.

Across Kuala Lumpur and Jalan Cochrane particularly our business which is Chemises Paces has been a quick growth over the year. In Jalan Cochrane, there were a lot of housing areas and near to MRT and LRT station that will make the people easier whenever they want to come to our store. Although, there are four businesses like us in Jalan Cochrane but we are selling a trendy and beautiful design of apparel at the lower price that we consider as an advantage to us.

One of the marketing strategy of Chemises Paces is to emphasize the great quality and affordable price in our products and services that will attract our mainly targeted customers which among the teenagers and also the people who love to style. Thus, we developed the marketing strategy that provide an attraction does not matter if they are rich or poor people.

Eventhough we have services and the products commitments plan, we also aggressively to make our brand become well-known in the future through online selling, newspaper, signboard and many more. The beautiful design and superb quality of apparel from Chemises Paces will make the customers purchasing our products regularly throughout our future branches in the Kuala Lumpur especially in Jalan Cochrane.