



UNIVERSITI TEKNOLOGI MARA
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP
(ETR 300)

RAINBOW LAVORO
(TAIROLING SERVICE)

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Once again we would like to thank all who has assisted in the making of this project. We are truly grateful to all of you. Without your cooperation we believe this we would have a lot of difficulties in preparing this business plan. Lastly, we hope that all the problems given to us will get the financing from bank.

Thank You.



PURPOSES OF BUSINESS PLAN

Business plan is being prepared by Rainbow Lavoro to clarify the possibility of this business.

There are:

- i. To seek capital loan from Majlis Amanah Rakyat (MARA) to support the business by providing the capital to run the business.
- ii. To find the suppliers of raw materials needed in the business.
- iii. To be used as a blueprint and references to improve the performances of the business in the future.
- iv. To detect the pros and cons of commencement of this business

As conclusion, this business plan will help us to know our capability of us to translate the business into words.



EXECUTIVE SUMMARY

Our Partnership name is Liera & Partners. As for our business name, it is called Rainbow Lavoro. All partners have been agreed with the name that we are chosen.

Rainbow Lavoro is set up with the main activity as to provide tailoring service to our customers. This business is fit in our environment as the tailoring industry is always expanded. People need cloth in their daily life. They will ask for a tailor to make specified sized clothes, especially for special occasions or events. In addition, the world of fashion is always changing, and therefore both men and women will seek for a new fashion.

Rainbow Lavoro will be located at Kota Kinabalu, Sabah. Our premise is at the centre of Menggatal Town. It is innear to housing areas and also surrounded by many residential areas. Moreover, we are sure that this is strategic place to our business as there are not many tailoring service that are set up commercially.

Rainbow Lavoro will starts its operation on 1st January 2013. We are looking forward to expand our business. We also hope that Rainbow Lavoro can survive more longer, making more profit and produce good quality of services to our customers.



PARTNERSHIP TERMS OF AGREEMENT

VISION AND MISSION

VISION

The vision is to widen up business scope all over Sabah by open up branches at every state in Malaysia and to diversify our services in our business.

MISSION

- To improve the quality of service by satisfying the need of customers.
- To attract more customer to come and make order.
- To finish up all the bespoke with the time given.
- To increase knowledge about tailoring by attending any courses that has been held by the parties that involved.

BUSINESS OBJECTIVES

- To be able to control at least 10% of the market share on the first years of business.
- To increase the business profit from time to time.
- To increase the competitors in this type of market especially the Bumiputera.
- To run the business without bribes.