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DIPLOMA OF SCIENCE (AS120)

AS1205C

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

SYAFANCY COLLECTIONS BOUTIQUE

WEDDING DRESS AND FORMAL ATTIRES

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LETTER OF SUBMISSION

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Madam,

Submission of The Business Plan (ENT 300)

Attach is the business plant title **“SyaFancy Collections – Wedding Dress and Formal Attires”** to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely



SyaFancy Collection Boutique,
General Manager

ACNOWLEDGEMENT

First and foremost, praises and thank to the Almighty for showering blessing and also giving opportunity for us to complete this assignment which is the business plan for SyaFancy Collection. Also, we have been given strength and very good team work from Him to complete this project.

We would like to express our deepest gratitude to all person who support us a lot throughout our process in completing this assignment. First of all, we would like to take this opportunity to extremely thank to our beloved lecturer, Madam Normilia Binti Abd Wahid for all the guidance, encouragement as well as valuable advice in completing this business plan become more successful. She has put a lot of effort to guide us until we make it succeed.

In other hand, we an honorable mention especially to our families and friends for their support directly or indirectly in completing this business plan. We have no valuable words to express our thanks, but our heart is still full of the favors received from every person.

Honestly, we have learnt a lot throughout our journey in successfully completing this assignment such as how to build manage, plan as well as handle the business. We feel excited and great pleasure that we get this such opportunity which really give us highly knowledge about business especially.

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EXECUTIVE SUMMARY

The following business plan will describe how fashion and retails company, SyaFancy Collections works. The company was planning on to have its own boutique located in Kuala Lumpur and the products produced are focusing on making formal attire, such as baju kurung, blouse and collar shirt. Another attractive and main product is producing a full set of wedding dress that is sewed by SyaFancy's fashion designer for bride-to-be. This company are focusing to promote and sell their products both in online and offline platform.

SyaFancy Collections marketing strategies are to promote their products widely through social media platform such as Instagram and also encouraging customers to visit their boutique in order to get better services from them. Customers who aged between 18 to 40 years old, both male and female were their targeted customers since all product are made suitable and comfortable for them. To have a better product compared to other competitive rivals, SyaFancy Collections offers premium quality products with affordable prices. They also have good financial management to reduce every cost spend and each production would never go out of budget.

The profits earned by this company are from products sold and customers who books for wedding dress would have to pay extra charges for tailor services, profits also be earned from shipping fees. SyaFancy Collections promise their customers for full satisfaction since they have the best management team that are knowledgeable for every aspect from new fashion trend into good customer services.