



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY**

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

**BUSINESS PLAN:
PLUS SIZE CLOTHING BY ASKING.CO**

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TABLE OF CONTENTS

ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY	5
1.0 BUSINESS BACKGROUND	6
1.1 Business Information	6
1.2 Vision and Mission	7
1.2.1 Vision	7
1.3 Organizational Chart	7
1.4 Logo and Motto	8
1.4.1 Logo and logo description	8
2.0 OWNER BACKGROUND	9
2.1 General Manager & Financial Manager	9
2.2 Administration Manager	10
2.3 Marketing Manager	11
2.4 Operation Manager	12
3.0 ADMINISTRATION PLAN	14
3.1 Introduction (Administrative Objectives)	14
3.2 Manpower Planning	15
3.3 Schedule of Tasks and Responsibilities	15
3.4 Schedule of Remuneration	17
3.5 Office Furniture, Fitting and Office Supplies	17
3.6 Administration Budget	19
4.0 MARKETING PLAN	20
4.1 Introduction (Marketing Objectives)	20
4.2 Description of Products	22
4.3 Target Market (place, desc place, population, occupation)	25
4.4 Market Size	28
4.4.1 Population table	28
4.4.4.1 Population 1	28
4.5 Competitors	29
4.6 Market Share	30
4.6.1 Market Share before the entry of Asking.Co	30
4.6.2 Adjusted market share after the entry of Asking.Co	31
4.7 Sales Forecast	32
Market Strategy (Marketing mix)	33
4.8 Marketing Budget	36

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EXECUTIVE SUMMARY

The following is a business plan proposal for Asking.Co, a plus size apparel business for persons in the Kuala Lumpur area. The company is founded by five people: the General Manager, Marketing Manager, Administration Manager, Operations Manager, and Financial Manager, with a starting capital of RM300,000. As a recently established company, we want to be a problem solver for customers, which is why our mission is to provide excellent service to our customers by doing our best to meet all of their needs, which includes providing plus size apparel for women and men in Kuala Lumpur.

Before starting a business, we certainly conducted extensive study and analysis to ensure that the service we will deliver will meet the demands and desires of our customers. We also use our competitors, PetalsClothing.Co, Rainbow.Co, and PrettyThings.Co, who specialise in plus-size apparel, as benchmarks to assist us compete more effectively and provide better service. In order to compete with them, we must improve and reinvent the existing service, which will help the company stand out from the crowd. This will also help the company run more successfully and efficiently. Furthermore, we provide a special package to customers that includes the ability to personalise according to their size at a fair price. This would assist the company in attracting more customers and, as a result, increase our monthly sales.

The company. Asking.goal Co's is to have Malaysians with plus-size bodies in Kuala Lumpur, but anyone can come to our store; we don't care about religion or nation, as long as the individual is plus-size. It's because we don't sell any regular sizes at our store; instead, we cater to those with plus-size bodies, which is our target market.

1.0 BUSINESS BACKGROUND

1.1 Business Information

Name of business	Asking.Co
Business address	No.41, Jalan 16/155c, Bukit Jalil, 47000, Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.
Correspondence address	No.41, Jalan 16/155c, Bukit Jalil, 47000, Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.
Website	www.askingco.com
E-mail	
Telephone number	
Fax number	
Form of business	Partnership
Main activity	Clothing for Plus Size
Date of Commencement	1 January 2021
Date of registration	30 December 2020
Registration number	CT0060702-W
Name of bank	Malayan Banking Berhad
Bank Account Number	