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UNIVERSITI  
TEKNOLOGI  
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## HETS BUSINESS PLAN

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<b>GROUP NAME</b>	<b>HETS (HM2412A3 &amp; HM2413A2)</b>	<b>54</b>
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## 1.0 EXECUTIVE SUMMARY

### 2.1 COMPANY NAME AND LOGO

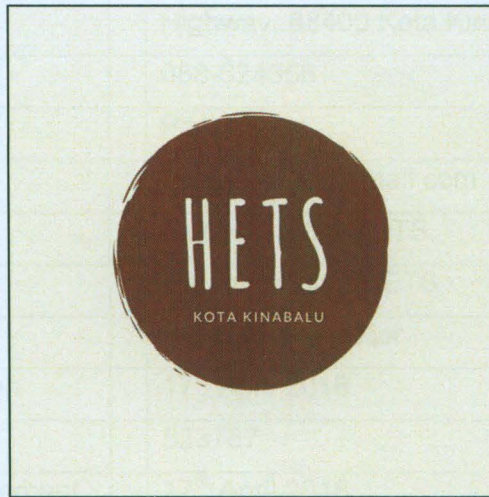
The name of our company is HETS. It is a partnership between four co-owners who met during their studies in Universiti Teknologi Mara (UiTM) Kota Kinabalu Campus. The product concept for our company is high-quality Homemade Chocolate Chips Cookies and Handmade Tie-Dye T-Shirts while selling a trending shawl design, Tiara Wideshaws and, soft and long-lasting scent, T's Perfumes. The target market for our business is young adults and students ranging from age 13 to 30. The chocolate chips cookies and tie-dye t-shirts are produced on our own in which, it is the highlight of our business where it distinguishes us from our competitors. Apart from that, the products we are selling are affordable to our niche customers, hence, we believed that our business can attract the targeted group of people and encourage them to be loyal to our brand. The degree for HETS to yield profit or financial gain, in other words, profitability is high due to the concept and competitive edge of our products. The business and company will be managed and run by our co-owners/management team, led by Miss Norsyameera Anisah binti Abdul Rahman @ Nining as the general manager, followed by Miss Elva Vesandra Januar as the financial manager, Miss Tini binti Suhaili as the marketing manager and, Suryzian binti Saripoddin as the administrative manager.

### 2.2 COMPANY BACKGROUND

HETS is a new company which specializes in making and selling Handmade Tie-Dye T-Shirts and Homemade Chocolate Chips Cookies, apart from selling other items, Tiara Wideshaws and T's Perfumes. Our company is based in Kota Kinabalu as mentioned earlier particularly in Alamazra. The details of our company's background are shown in the table below.

## 2.0 COMPANY PROFILE

### 2.1 COMPANY NAME AND LOGO



The name of our company is HETS. HETS stands for the name of each of the owners; Hyun, a nickname for Miss Norsyameera Anisah binti Abdul Rahman @ Nining; Elva; Tini; and Sury. The figure above shows the logo for our company. We choose the colour purple and light pink for our logo because the colours are very soothing to the eyes. The colours are also representing our femininity as all four owners are women. Under the name of the company, HETS, we put the name of the city we are based in, which is Kota Kinabalu, Sabah.

### 2.2 COMPANY BACKGROUND

HETS is a new company which specializes in making and selling Handmade Tie-Dye T-Shirts and Homemade Chocolate Chips Cookies, apart from selling retail items; Tiara Wideshawls and T's Perfumes. Our company is based in Kota Kinabalu as mentioned earlier particularly in Alamesra. The details of our company's background are shown in the table below:

### **3.0 ENVIRONMENTAL INDUSTRY ANALYSIS**

The products that we sell are something that can be use and consume by all range of people from children to senior citizens. Our business offers a variety of products in one shop which are chocolate chip cookies, tie-dye shirts, shawls and perfumes where some of the products are homemade and handmade products while other products are supply from suppliers.

Nowadays, people are more attracted with shops that are simple yet unique in concept as they will be more curious to know what is it inside of the shop where then will encourage them to buy our products as well as giving them a unique experience.

### **3.1 COMPETITIVE ADVANTAGE OF HETS**

Our chocolate chip cookie is a homemade cookie that uses 100% organic brown sugar where it is place in a shop that combines with other products which is not edible products. This create a home feeling into our shop as people can buy and taste our fresh baked cookies and wait and relax at the seating area while waiting their other family members or friends at our other products section that place in one shop.

Not only that, our tie-dye shirts is a handmade t-shirt where the t-shirt made of 100% premium cotton with different theme colours which then make it limited. Usually, tie-dye shirt is expensive especially when it is handmade, but our tie-dye t-shirts offer a cheaper price than usual market price.

Our perfumes and shawls are supply by chosen suppliers and the prices are cheaper than usual as we buy it in bulk. The scent of our perfumes is very soft and last longer. While our shawl is design as an instant shawls where it facilitate for our Muslimah customers to wear it in ease and fast with many options of colours.

### **3.3 THE INDUSTRY AND TRENDS OF HETS**

Our business shop concept has the potential to attract more customers to come as nowadays people are looking for a different and unique place or shop to experience. Our shop is also suitable for all categories of people to shop as we have a balance in offering our customers with our homemade and handmade products as well with the other two products that bought from suppliers. Therefore, we are confident that our