



اَوْنِيُوَرَسِيْتِي تِي كِنُو لُو كِي مَارَا

UNIVERSITI TEKNOLOGI MARA

BUSINESS PLAN REPORT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

ONLINE BUSINESS

GROUP MEMBER'S NAME:	MAS IZZATI AMALEENA BINTI MASDAN (2016523959)
	LYLI BINTI LITTOR (2016572229)
	JESLINNA JULAN TUNGKI (2016589649)
PREPARED FOR:	MISS JACQUELINE KOH
GROUP:	IPEARLYOU (BM2404A1)

I PEARL YOU

TABLE OF CONTENTS

CONTENT	PAGE
1.0 EXECUTIVE SUMMARY	1
2.0 COMPANY PROFILE	2 - 5
2.1 INTRODUCTION TO COMPANY	
2.2 BUSINESS PURPOSE	
2.3 BUSINESS BACKGROUND	
2.3 BACKGROUND PARTNERS	
3.0 ENVIRONMENTAL INDUSTRY ANALYSIS	6 - 8
4.0 DESCRIPTION OF VENTURE	9 - 12
5.0 OPERATION PLAN	13 - 22
5.1 INTRODUCTION	
5.2 OPERATIONAL OBJECTIVE	
5.3 SYMBOL USED IN THE PROCESS FLOW CHART	
5.4 PROCESS FLOW CHART	
5.5 OPERATION LAYOUT	
5.6 OPERATION LOCATION	
5.7 BUSINESS OPERATION HOURS	
5.8 OPERATION BUDGET	
5.9 COST FOR MATERIAL	

1.0 EXECUTIVE SUMMARY

Alhamdulillah, praise to the Almighty Allah S.W.T that finally we had succeeded in finishing our BPC presentation and Business Plan writing in the time given. We admitted during the progress to finish our final project, we been test in so many ways that we could not expect and we believe all the test is come from God to make our group more stronger and hard work.

Furthermore, *I PEARL YOU* team members would like to extend our appreciation to our respected lecturer, Miss Jacqueline Koh her kindness and effort of guidance, straight criticism that had leads to the finishing of this writing.

Without hesitation, we would like to thank to our beloved family, judges during BP presentation day, friends, and to all who those support us and involve to the completion of this project.

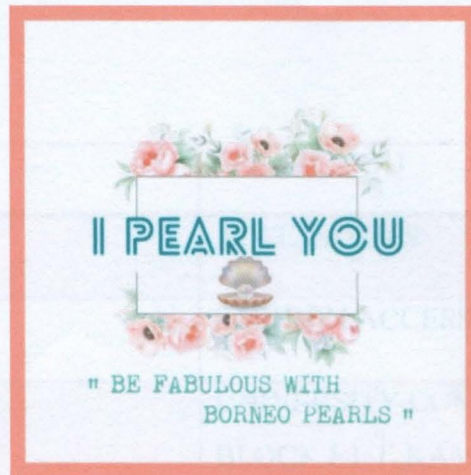
As for ourselves, we are so proud with our teamwork, strong relationship, effort and understanding, the business plan have finally completed with no hesitation and regrets.

Cordially,

“ I PEARL YOU ”

I PEARL YOU

2.0 COMPANY PROFILE



We are starting our own business and enter fashion industry as partners and every single of us decided to call our business as I PEARL YOU. We had decided to produce accessories as our first and main product at the beginning, whereby we produce our accessories with 100% original Sabah pearl and it is lovingly hand-finished by us which we combined it with variety of beads. We start with four main style which are Necklace, Bracelet, Earring and Choker. All these style of accessories we include it with 100% original Sabah pearl as it is our priority of our brand.

In I PEARL YOU there are several departments in order to run the business smoothly, which are Administrative department, Operational department, Marketing department and Financial department. Each of the partners is also acting as the head of the department with one person as the General Manager.

Our shop is located at University Condo Apartment 2, Menggatal Sabah. The reason we choosing this location because it is near to our target market place, which are Sepanggar and Kota Kinabalu city. From this point we can easily make Cash On Delivery (COD) to our potential customers.

3.0 ENVIRONMENTAL INDUSTRY ANALYSIS

The environmental analysis in the context of business planning normally refers to conditions and factors external to your company, outside of your company's control, that might affect its sales, market, costs, and structure.

The market size need for a large volume of production and sales to reach the cost level per unit of product for profitability is a barrier to entry or expansion within a market. The thoughtful application of modern technology, outstanding customer service or developing a brand following in spite of inequality of scale.

There is a substantial amount of competitors currently operating through online business that in the same field of market. The existing customer market share has forced these companies to differentiate themselves through price and their level of customer satisfaction. Many competing companies offer similar features and benefits to customer. We believe that by offering an affordable price and good quality iPearlyou company may sustain long in this business field and ready to compete with the existing competitors. As a result, companies have high potential profits as they compete in price war to gain customer market share. Moreover, iPearlyou will produced more exclusive design to attract the customer. Next, the switching cost are the costs that a consumer incurs as a result of changing products. We want to make sure that our customer will stay loyal to us by offering them variety of choice in terms of design and colour so that they will not switch to other.