

UNIVERSITI TEKNOLOGI MARA  
SABAH CAMPUS

FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT 300)

SWAGGER COMPANY

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## 1.1 INTRODUCTION

Swagger company is a partnership company that owned by Bumiputera. The company will be operated in Sabah for clothing supply. The company's hard work with several individuals that have broad knowledge and experiences in the field of producing and supplying clothes. There are 4 persons that decide to open this form of business, who are:

- MOHD EDZHAR BIN JAAFAR
- MOHD SHARIFUDIN BIN MATNI
- UZAIR SHAFEEQ BIN SAUPIN
- RAJA EDDY AKHMAR BIN RAJA IZA AKHMAR

The idea of setting up the business comes from the founder because of his interest in venturing into clothing supply. It is also an effort to meet and support the government proposal to increase the participation of Bumiputera in the business world mostly in the Small and medium Industry.

Our office is located in Tg. Aru Plaza, Tg. Aru, Kota Kinabalu Sabah. It is near to our store so that we can supply directly our product to the store. We choose this location because it is in the middle of Kota Kinabalu city and it is easy to attract people who want to buy our product from us directly.

## **1.3 BUSINESS PLAN PURPOSES**

This business plan is prepared by SWAGGER Company for the purpose of:

- a) As a guideline in managing the business progress.
- b) To estimate the costs and sales of the business
- c) To stimulate the new ideas and well managed effort towards the successful life as an entrepreneur
- d) To offers various type of design to the customers at a affordable prices.