

UNIVERSITI TEKNOLOGI MARA SHAH ALAM
FACULTY OF SPORT SCIENCE AND RECREATION

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN: ATOQUE BUNDLE



ATOQUE BUNDLE

PREPARED BY:

AHMAD FARID IMRAN BIN DZULKIPLI – 2016922505

MUHAMAD HARITH BIN MOHD ZAINI – 2016320709

MUHAMMAD SHAHMI BIN ASAKIR – 2016534717

AIMAN DANIAL BIN MAT ARIS - 2016133481

SR1134D1

PREPARED FOR:

DR AZLIN SHAFINAZ BINTI MOHAMAD ARSHAD

TABLE OF CONTENTS

Contents	Page
EXECUTIVE SUMMARY	iii
1.0 BUSINESS DESCRIPTION	
1.1 BACKGROUND OF COMPANY	1
1.2 VISION	2
1.3 MISSION	2
1.4 OBJECTIVES	2
2.0 PRODUCT DESCRIPTION	
2.1 ATOQUE BUNDLE LIST PRODUCTS	3
3.0 ADMINISTRATION PLAN	
3.1 ATOQUE BUNDLE ORGANIZATION CHART	5
3.2 JOB DESCRIPTION AND SPECIFICATION	5
3.3 REMUNERATION	6
3.4 LIST OF OFFICE FURNITURE AND EQUIPMENT	6
3.5 ADMINISTRATIVE BUDGET	7
4.0 MARKETING PLAN	
4.1 TARGET MARKET	8
4.2 MARKET SIZE & MARKET SHARE	9
4.3 COMPETITORS	10
4.4 MARKETING STRATEGIES	10
4.5 MARKETING BUDGET	11

EXECUTIVE SUMMARY

Atoque Bundle is a pre-loved apparel business that focus on selling pre-loved items. Based in SS15, Subang Jaya, we supply and sell pre-loved materials from variety kind of brands including Nike, Puma, Adidas, Fila and more. The vision of Atoque Bundle is to be the best supplier of pre-loved apparels in clothing industry. The mission is to achieve the target sale. For the marketing, we choose the Internet and social media network such as Carousell, Facebook and Instagram as a platform of communication to our customers all around Malaysia. As for the demand, it seems as it is progressively grew as more people likely choose buying stuffs from the social media, the demand buying pre-loved items is increasing drastically due to the young generations that love to go with stylish clothing with affordable price. Also, the apparels we are selling are usually the cheap ones but there's still available the expensive ones with such rare, limited edition shoes that store like us resells. The price of product are affordable and reasonable for people to buy. Our target customers is not limited to student of INTI College but also people walking by can walk-in and have a little sight-seeing for some good stuffs here. To boost our sales, we do promotions such as the Black Friday sales. For the start of this business, we needed at least full commitment of teamwork and financial support from each one of us. We started from a small business that goes online on instagram, promoting pre-loved items that we are selling to a fast grown sales based in Subang Jaya. From this business, we learnt about the bravery and the dare to take the risks in order to achieve our goals and target sales. From this business, it also give us the chance to improve our communication skills with the customer, this platform of social media that has lot to offer is the best place to start making improvement to ourselves and our relationship with the customers. Last but not least, this business has been a good platform to outstand our true potential on becoming a future entrepreneur.

1.1 VISION

The visions of our company are:

- To be the leading company in providing best quality of preloved apparel.
- To become a stable company in term of maintaining sales.

1.2 MISSION

The missions of our company are:

- Providing best quality of preloved apparel for reasonable price.
- To gain more customers and maintain the regular customers to buy our products.
- Maintain relationship with supplier, customer and production.

1.3 OBJECTIVES

The objectives of our company are:

- Supply best preloved apparel in term of quality, price and design that fulfil satisfaction of customers.
- To ensure our service and product conquers the market share in preloved apparel industry.

