



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT300: FUNDAMENTALS OF ENTREPRENEURSHIP

**INDIVIDUAL ASSIGNMENT
BUSINESS PLAN (BP)**

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EXECUTIVE SUMMARY

DELIA Handbag is a company in Malaysia that specializes in manufacturing, designing and retailing all kinds of handbags that perfectly match customer need. We aim on lifestyle, brands and fashion because we want to protect and maintain the brand image of DELIA Handbag by produce limited collection and design. We will provide the product that customers look good and comfortable. The features that we focus on products are size, material, color, straps and design.

DELIA Handbag offer products that are high quality and beautiful in design. We put our heart and soul to the design the handbag so it would appeal to every woman who are fashion-savvy. We also can custom make all kinds of handbags according to customer's requirement. Our customer's requirements are our main priority other than ensuring our business runs smoothly and effectively.

The target market of DELIA Handbag is women aged between 20 to 50 years old with good financial background such as young office workers and business women. DELIA Handbag choose business women and who have stable financing because they are able to buy products that satisfy and fulfill their needs. They also tend to follow fashion and have preference for brand name products. Our customers always seeking the handbag that multi-purpose use, high quality, affordable, unique and fashionable.

The price range of DELIA Handbag is from RM 69.00 to RM 259.00 depend on design and materials of the handbags. DELIA Handbag have an advantage over design and quality of handbags because our product are looks more elegant than other competitors. The materials that DELIA Handbag use to produce handbags are from Italy such as leather, artificial leather, pinatex and cowhide. We design the handbags relating to the most popular trends, so each collection is limited and unique.

1.0 INTRODUCTION

1.1 Organization Background

1	Name of the business	DELIA Handbag
2	Business Address	Lot. 2-02, 2nd Floor, Aman Central, 1, Darul Aman Highway, 05150 Alor Setar, Kedah
3	E-mail Address	deliahandbags@yahoo.com
4	Website	https://deliahandbags.wixsite.com/fashionmakesperfect
5	Telephone Number	011-24285476
6	Business Activities	Handbags manufacture and retail business
7	Date of Commencement	21 st March 2020
8	Date of Registration	10 th January 2020
9	Name of Bank	-
10	Bank Account Number	-