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UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITI TEKNOLOGI MARA (CAWANGAN PERAK)

FACULTY OF ART AND DESIGN

DIPLOMA OF CERAMIC

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BUSINESS PLAN REPORT

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PART/ SEMESTER: 04

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Bismillahirrahmanirahim

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## EXECUTIVE SUMMARY

AF FASHION offers clothe shop product and service for customers, and provides a hoodie with a lot of uniqueness that given high satisfaction of customer. Besides that, our customers identified from various groups and area (some is like fashionable, some is really need it but don't have enough money and some do not have a lot of money but want to have a hoodie) who want consume product with affordable price of product WM hoodie. The high quality fabric and materials that give the benefits to our customers also offers by AF FASHION. We design this hoodie for the benefit and satisfaction of customers, so our customers will feel comfortable using our brands hoodie. Our concepts is simple but nice. Besides that, our shop is located at Kuala Lumpur which the location was known to be the industrial and textile city of Kuala Lumpur. The 2 in one jackets and back to back hoodie market are still unknown in Malaysian fashion industry. So, we decided to bring this back to back hoodie fashion Malaysian market.

We also targeting experienced and busiest workers because we have delivery services of our product to customer home without any postage and also online sales. AF FASHION business can seen an explosion of growth over the year. For examples, across Kuala Lumpur and Selangor, there are many fashionable people because they live in the up-to-date area, it cause demand of hoodie is rise. While there are currently five business like us in Kuala Lumpur and Selangor, but only AF FASHION business have unique hoodie and provide special delivery service.

Emphasize the price and the quality of our products and service is the AF FASHION marketing strategy. The affordable price also has offered by AF FASHION because a lot of people very low income and poor family, for examples like at the Genting Highlands and Cameron Highlands that needs the hoodie. The management of AF FASHION consists of 2 lead workers is Adam and Fatihah. Our workers has extensive experiences in business, accounting and only Fatihah has experiences work in fashion company, Fashion Valet. Two partners will take role responsibility together instead different duties and portfolio of partners.

We have service and products commitments plan to aggressively build our brand through signboard, ads (Instagram, television, Twitter and Facebook) and newspaper. The AF FASHION company will provide is sure to appeal to customers, throughout the area. In future, we believe that AF FASHION will be able to complete with the other hoodie brand either locally or internationally.

## 1.0 BUSINESS DESCRIPTIONS

Our company's name is AF FASHION. We use the name AF FASHION because that is the combination of name of the partners in the company who have so much interest in nowadays hoodie trends. 'A' is stands for Adam, 'F' is stands for Fatihah and FASHION is a language which tells a story about the person who wears it. AF FASHION is our own shop of official marketing and official sell for the high quality hoodie in Malaysia fashion market. AF FASHION also have a unique features hoodies that suitable for the both woman and man. We hope that we can attract people to come to our shop and use our unique hoodie.

Our main activity is producing the unique hoodie. The hoodie can be wear worn using both the inside and the outside by the man and woman. Besides that, to show the unique features is the hoodie using non- thick zipper, the materials is cool, also the choice of the colours and pattern is suitable for woman and man and the customers can change it into a few styles that they want with using only one hoodie. Our business, not only provide the shop/ store to sells the hoodie but we also provide delivery service and online service.

### 1.1 Company Background

<b>Name of Organization</b>	AF FASHION
<b>Business Address</b>	97, Bukit Bintang Street, Bukit Bintang, 55100 Kuala Lumpur, Federal Territory of Kuala Lumpur
<b>Website</b>	<a href="https://AFASHION.com.my">https://AFASHION.com.my</a> .
<b>E- Mail Address</b>	<a href="mailto:afashion@gmail.com">afashion@gmail.com</a>
<b>Telephone Number</b>	09- 73112359
<b>Form of Business</b>	Partnership
<b>Main Activities</b>	Selling hoodie
<b>Date of Commencement</b>	12 September 2020
<b>Date of Registration</b>	12 October 2020
<b>Name of Bank</b>	CIMB Bank
<b>Bank Account Number</b>	120928072000