



BAGGIE ART ENTERPRISE

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300): BUSINESS PLAN

PREPARED BY:

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Through these problems I manage to become more organize and mature in dealing with problems that occur during our research. This business plan covers organization, marketing, operation, financial and training plan and any other information needed by a new entrepreneur as a guide to start this business.

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EXECUTIVE SUMMARY

Baggie Art Enterprise is a new custom-made tote bag line in Kedah that manufactures tote bag and more importantly made with 100% hands on art. We target to males and females between the ages of 13 and above who enjoys art as their fashion. We can help customers develop a design for their tote bag either in the form of painting, drawing or sketching but not printing.

Baggie Art shop will open everyday except for Friday and our online websites and social media services are available opened for 24 hours to taking orders by the customer. Our headquarters located at LOT 180, Jalan Perdana Heights 2/2, Bandar Amanjaya, 08000 Sungai Petani, Kedah. This location also considers local transport links, particularly main roads and motorways and the absolute our business location can be found using GPS.

We also hire workers that are very qualified, truthful, good communication skills and are open to help us build a business that can compete in the other tote bag industry. The management of Baggie Art Enterprise consists 6 lead managers. Our managers has extensive experience in finance, marketing, business and art designing while the only two workers who engaged under operations manager experience works as a tailor in sewing classes as their income and hobbies as well.

Each price per unit of our tote bag are all the same prices even the art services was in a different form. The price for one tote bag is only RM25 excluding the postage costs for those who want delivering services. This price absolutely affordable and the most standard price in tote bag industry. Besides, in other to promoting our brand and market, we will giving out a free button badge for those first 200 customers who buy tote bags from our product.