



DEPARTMENT OF BUILDING SURVEYING  
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING  
UNIVERSITI TEKNOLOGI MARA PERAK  
SERI ISKANDAR CAMPUS

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**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**INDIVIDUAL ASSIGNMENT**

**REPORT ON BUSINESS PLAN**

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Supervised for:

MADAM HAFINI SUHANA BINTI ITHIN

Prepared by:

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## EXECUTIVE SUMMARY

Retro Thrift Sdn Bhd is a form of business based on partnership which consists of 4 members that hold and play a big role in running the business. The roles include the General Manager, Marketing Manager, Administrative Manager and Financial Manager. Our business is located at Lot 1, Ground Floor, Dewan Sri Iskandar, Jalan Setiawangsa 13, Taman Setiawangsa, 54200 Kuala Lumpur.

Retro Thrift is a company which focuses on the sale of used items in Malaysia. We offer various kind of used items including women's clothing, men's clothing, children's clothing, accessories, children toys and home appliances all in a store. These items are sold with guaranteed low price as our target is the young adults and community with middle or low incomes. Also, those fashion lovers in the community that would like to vary the collection in their closets. We are determined that our business will become huge in the future and known across Malaysia.

To ensure that our customers will be loyal to our store and becomes the attention in the community, we decided to import various used items from the overseas especially for women's and men's clothing. This is because the quality for the imported items are higher and the variations of the items are very satisfying. We will frequently restock new items every week to maximize the satisfaction of our customers and also to attract more new customers to our store. Our store also offers online shopping for those with no transportation or too lazy to walk into our store. This will ensure the convenience of the customers by these two options which either walk in shopping or online shopping.

With the loan provided by the bank, we hoped that our business will be able to achieve an outstanding demand from the customers. Our business is expected to commence on the 1<sup>st</sup> January 2021 with the vision of ensuring that our business would be known, established and fulfilled the needs and wants of our customers. These can be realized by the strong efforts and full cooperation by each of the partners contributions to the business. Thrifts has the potential of being a profitable business only if it is done and managed systematically. This will secure a long run business with stable profits made.

## CHAPTER 1.0: BUSINESS DESCRIPTIONS

### a) *Name of company*

The company's name is Retro Thrift Sdn. Bhd. It is named Retro Thrift as retro itself means old or vintage things which has the similarity with what my business offer while for thrift means a good money management where all of our items require a low budget.

### b) *Factors in selecting the proposed business*

There are several factors of why thrifting is chosen as a business which include:

- Help the community with low income

People with limited financial resources often use thrift stores and resale shops to stretch their budgets. Why should anyone pay more for something than they have to just because they can? Instead of paying full price or even a sale price for a new item, consider looking for the similar item at our shop.

- Reduce waste and help save the environment

Thrift store is literally a saviour to the earth as it collects and recycle items that would otherwise become waste. When people donate items that others purchase, they are keeping these items out of landfills. Everyone involved is helping the environment. The items purchased can be reused or new uses can be found for them.

- Support charitable causes

Many thrift shops are operated by charitable or non-profit organizations. While it is true that not all resale shops are associated with a non-profit but some are actually for-profit businesses, that does not mean that we should not use them. Many for-profit thrift stores do share some profits with local charities, and even if they do not, they do prevent usable items from going directly to the landfill.

## 2.0 OWNER DESCRIPTIONS



Name of Owner/Partners	Nur Farah Diyana binti Muhamad
Identity Card Numbers	000711-10-0236
Permanent Address	No. 9 Jalan AU 1A/2D Taman Keramat, 54200 Kuala Lumpur
Correspondence Address	Lot 1, Ground Floor, Dewan Sri Iskandar, Jalan Setiawangsa 13, Taman Setiawangsa, 54200 Kuala Lumpur
Email	farahmiloo@gmail.com
Telephone Number/ Fax Number	0127562000
Date of Birth	11 <sup>th</sup> July 2000
Marital Status	Single