



اَوْتُوْرَسِيْتِي تِيكُوْلُوْكِ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

REPORT ENTREPRENEUR (ENT300)

BUDDYZ ISLAMIC COLLECTION

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ACKNOWLEDGEMENT

Alhamdulillah and thanks to Allah SWT for giving us opportunity to complete this business plan. Without it we would not able to complete this business successfully. This project is for students' final year to complete the undergraduate program Diploma in Banking.

First of all, we would like to express thanks to our beloved lecturer of Fundamental of Entrepreneurship in UiTM Kampus Johor Bahru, Nor Fazlin binti Uteh for his information and help in this business plan. Without his guidance we would not have been able to complete this project successfully

Moreover, we would like to thank to all the lectures of Entrepreneurs for their cooperation during we complete this final year project that given guide of information. Also thanks to Puan Zahrah binti Ahmad and Puan Melati binti Bachok that shares lots of information in develop of this business and also to each members group that able completed this project until the end.

Last, gratitude to our family, classmates, friends and to all who directly and indirectly involves for cooperation, suggestion in order to completed this project report until completed.



EXECUTIVE SUMMARY

We have achieved a conclusion after we have done an extensive research on the available business at the all over state in Malaysia, then we have agreed to establish our boutique which sells the product of Muslim Attire in Johor Bahru, Johor. The boutique named BUDDYZ ISLAMIC COLLECTIONS, which is located at Jalan Pulai 44, Taman Pulai Utama, 81300 Skudai, Johor Bahru.

In order to execute the respective business, business plan are needed to be established which includes the four major aspect of the plan that includes Human Resource plan, marketing plan, operational plan, and financial plan that are needed to be consider. It is very essential and important to predict the credibility of the respective business, also to forecast the success and marketing strategies can be proposed in introducing the uniqueness in both of the respective product which is Muslim Attire to the customer at Johor Bahru, Johor.

The Human Resource plan of the boutique is to manage the overall business by achieving the objective and goals. The employee's wages of staff and their responsibility in the organization are regards to this plan. As Human Resource Executive will be identified business activities. All of the resulted activities must be identified before perform any business activities. For example, prepare the accounts, record keeping and others.

While marketing plan, the manager should have the knowledge about the target market and customer or seller that prefers the product most compared to another product. The manager has to identify, describe clearly and properly of the product which can be sold to the

Customer in order to estimate the appropriate market size. The managers need the budget and make the extensive research regarding a strategy to promote new product which is useful to our business and also to maintain the relationship between our boutiques with customer.

The operational plans are able for helping the organization to determine the operational process in making Muslim Attire. The manager has to prepare the operational schedule in order to enhance the smooth flow of the operation. Operational Executive is responsible to manage the business and more careful on managing the process and also to distribute products and service.

Another crucial plan is the financial plan, whereby all the financial information in the human resource, marketing, and operational plan will combine into an account for determining the business cost. This is essential and important because it can be prepare the profit and loss account and also the balance sheet of the boutique to ensure either it has enough capital to cover the expenses and has the stable cash flow. We hope the guidelines that we provide are in order to start the business and hope the business plan make be accepted and successful.