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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN



HANS TRADING

HANS TRADING SDN BHD

“THREAT INTO THREAD”

FACULTY OF CIVIL ENGINEERING

(PART 4)

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EXECUTIVE SUMMARY

Hans Trading Sdn Bhd offers threads made out of recycled plastics to our customers, providing a greener approach to the textile and clothing industry.

We identified our customers as clothing companies who are searching for alternative and new materials to produce their products. With the variety of our products, we can supply to our customers new and fashionable materials to work with. Hans Trading Sdn Bhd also specializes in exporting products so our international customers can rest easy as we deliver our products to them efficiently.

Across Asia, Hans Trading Sdn Bhd has seen serious growth over the year. As textile industries are always busy and looking for cheaper alternatives. While we may not be the most innovative company, our products are sought after by these companies to tap into the market.

Hans Trading Sdn Bhd's marketing strategy is to penetrate into the market with a material that has a reasonable price while being a premium quality product. Thus, we can attract companies that value quality and economical materials such as Nike, Adidas etc.

The management team of Hans Trading Sdn Bhd consists of 4 persons which are Humaira, Aliah, Khairunnisa and Syamim. Our management has extensive experience managing a company and will work together to ensure that Hans Trading Sdn Bhd will be successful.

Lastly, we have many plans to improve our products and services and aggressively promote our brands through newspapers and ads. We will ensure that our products continue to appeal to our customers and potential customers throughout Asia.