



**BUSINESS PLAN ON
PLUS SIZE CLOTHING ONLINE STORE**

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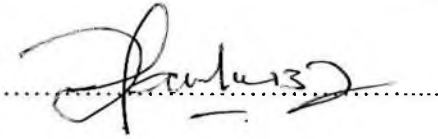
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CANDIDATE'S DECLARATION



I declare that the work in this business plan was carried out in accordance with the regulations of Universiti Teknologi MARA (UiTM). It is original and is the result of my own work, unless otherwise indicated or acknowledged as referred work. This topic has not been submitted to any other academic for any degree of qualification. In the event that my business plan is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my master's degree and agree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA (UiTM).

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ABSTRACT

The interest in the plus-size clothing has been gaining popularity due to the increase level of obesity issues, which reports a large mass of people from across the globe that automatically demanded the need for a plus-size market. Plus size market has seen an incredible increasing growth through internet or e-commerce sales channel. This study was conducted to analysing and identify the factors that contributed to online shopping motivations of plus size fashion online consumers. Both primary and secondary sources were used to gather insights about the industry and customer behaviour local and international. An online survey was created to gather customer insights in the Malaysia, with more focus in Kuching, Sarawak. Other sources were from official information published about the industry by government, individuals and industry competitors. Overall, this project has been conducted using the acquired knowledge from the market research and reliable literature. This has helped in defining the business mission; marketing and organizational plans and the financial plans which will subsequently be further developed. Recommendations are finally provided for the entrepreneurs and start-ups on how to be sustainable and utilize all the available opportunities provided by the plus size clothing retailer industry especially in Malaysia.

Keywords: Plus Size, Clothing, Online shopping, Entrepreneurs

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

The changing shape of the Malaysian population over the recent years has prompted retailers to introduce more prominent ranges that accommodate “plus size” women. Specialist retailers that cater for the market have also been able to develop well known and considered brands that have overcome the stigma of plus size clothing being unfashionable and “matronly” (Kind &Hathcote, 2000). Many fashion retailers have been slow to acknowledge the plus size fashion market because of the stigma of plus size connotations and the extra costs of offering big sizes, as it requires drawing and producing different clothing patterns.

According to Ministry of Communication and Multimedia, the internet, the medium through which online activity occurs, is accessed by 80% of Malaysian households (MCMM, 2017).E-commerce, business that is conducted online, has facilitated a ‘relationship between electronic media and the consumer by mediating complete retail transactions’ (La Rose, 2001, p.0).

The internet provides information, facilitates two-way communication with customers, allows collection of market research data, promotes goods and services, and ultimately supports the online purchasing of merchandise, providing an extremely rich and flexible retail channel (Doherty & Ellis-Chadwick, 2003). Profitable and sustainable online retailing is taking on greater importance in modern day retailing, especially for small businesses, where day-to-day operations typically involve a critical fight for survival (Ashworth, Schmidt &Hallsworth, 2006).