



**MARA UNIVERSITY OF TECHNOLOGY
ARAU CAMPUS
PERLIS**

EXCLUSIVE MAN'S FASHION

PREPARED BY:

ROSLINA IBRAHIM

2000295466

SITI JAMILAH ABD. RAHMAN

2000295546

ASMAWATI SHAHIDAN

2000295075

INTAN RAHIDAH MD. ZAWAWI

2000295274

YUSDIANA YUSSOF

2000295068

DIPLOMA IN SCIENCE

PREPARED FOR:

PROF.MADYA MOHAMMED ZAIN B. IDRIS

CONTENTS

ACKNOWLEDGEMENT	I
INTRODUCTION	1
PURPOSE	2
BACKGROUND OF BUSINESS	3
LOGO	4
DESCRIPTION OF LOGO	5 - 7
BACKGROUND OF PARTNERS	8 - 12
LOCATION OF PROJECT	13 - 14
PARTNERSHIP AGREEMENT	15 - 19
ADMINISTRATION PLANNING	20 - 37
MARKETING PLANNING	38 - 68
OPERATION PLANNING	69 - 86
FINANCIAL PLANNING	87 - 105
JUSTIFICATION	106
APPENDIX	I - VII

INTRODUCTION

Exclusive Man's Fashion is located at Lot 491, Bangunan Empayar, Jalan Tunku Ibrahim, 05000 Alor Setar, Kedah. Our boutique nearest the traffic light at the center of Alor Setar and it form by a partnership with contribute the equity and bank loan to build a capital about RM176288.53.

According to the plan, our business is expected to be operated by JAN 2005 after all the agreement is expected. Our main activity is selling, rent, booking of clothes and consultant in fashion.

As we know, our country's vision to become the industrial country during vision 2020. Government encourage bumiputera to take part in business although in small business besides to help bumiputera improve their life. So, the opportunity should be taken to become successful businessman or businesswoman.

By the way, not many more bumiputera take part in business of man boutique but more in female boutique. Moreover, as we can see, man likes a quality, branded and exclusive besides up to dates clothes.

Besides that, business in men boutique give a great return according to the survey because not more competition in this business and it has a potential to success if good in management.

PURPOSE

The objective of preparing this business plan is to obtain the loan for amount of RM 100,000 from Bank Islam Malaysia Berhad.

Besides that, this business plan as a guidelines for us in managing our business according to the plan that we was agree by all partners and more careful with the risk and challenges in the world of business.

It also easier for us to convince our supplier to supply the input refers to our budget and profit.

BACKGROUND OF THE BUSINESS

NAME OF THE BUSINESS : EXCLUSIVE MAN'S
FASHION.

BUSINESS ADDRESS : LOT 491, BANGUNAN
EMPAYAR, JLN. TUNKU
IBRAHIM, 05000
ALOR SETAR, KEDAH.

CORRESPONDING ADDRESS : AS SAME AS ABOVE

TELEPHONE NO. : 04 - 7324026

FORM OF BUSINESS : PARTNERSHIP

MAIN ACTIVITI : PRODUCTION AND
MARKETING

DATE OF COMMENCEMENT : JAN 2005

DATE OF BUSINESS REGISTRATION : JAN 2003

BUSINESS REGISTRATION NO. : AS023699990 P

NAME OF BANK : BANK ISLAM MALAYSIA
BERHAD

BANK ACCOUNT NO : 4687521-02-3940

FINANCIAL SOURSES :

Partnership : RM 76,288.53

Bank loan : RM 100,000

EQUITY CONTRIBUTION : CURRENT ACCOUNT