



(ENT300)

FUNDAMENTALS OF ENTREPRENEURSHIP

“D’BORNEO”



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DIPLOMA IN SPORTS STUDIES

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Diploma In Sport Studies

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Miss,

Submission of Business Plan Proposal (ENT 300) Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT 300 subject.

This business plan was completed according to the guidelines and requirements given according to our subject syllabus. This business plan also constructed to serve as a blueprint and guide for a proposed business venture which covers administration, marketing, operation, and financial aspects.

We hope that this business plan that we proposed does fulfill your requirement. Any mistakes or lack in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us improve it and ourselves as well. Thank you for your guidance and time to go through our business plan and analyzing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,

(MOHD SYAFIQ AFIQ BIN SAINI)
Managing Director,
D'Borneo Company.

ACKNOWLEDGEMENT

For nowadays, to entering new areas of perspective after graduate, is important phase to be aware and learned. For the prospect of business, this project plan of business is hopefully can be as one way for us, to practice our ability and interest in other way, to be a guideline to encourage our effort for becoming an educative business people.

This business plan can be effectively used for those who like to create a new business or to the new entrepreneur.

Of course we cannot deny the risks that we had faced and many obstacles and problem in order to finish up this project. However, from tolerance and responsibility from each members with high effort and plus, advises and encouragement from many parties especially our lecture Miss Philomina Francis, here now we present this project with success and well completed. In addition, we really appreciate the help from our family and friends

Finally, hopefully that this business plans proposal will be a valuable meaning as a guide to those who want to know how the business is working in clearly, correctly and effectively manner of establishment and process management.

Thank You.

1.0 INTRODUCTION

1.1 Name Of The Business

The name of our business is D'borneo. Local Clothing shop concept in gather other local man into one shop in D'Borneo literally means that we aim to be the first standard local store. It goes along with our moto which is, "YOUR CHOICE IS YOUR OWN" This idea has been deal with entire partners and no objection.

1.2 Nature of Business

D' Borneo establish to provide and promote local clothing brand selected in D'Borneo design talent.As entrepreneurs, we take this as an opportunity to open up a business regarding to local brand scene. Our main priorities are the satisfactory of our customers demands and provide them the best price in our store. Our location,which is at Electra House , Jalan Power,9300 Kuching , Sarawak,the location is strategic as we can attract students, tourist and compete with the existing international brand market at nearby shopping complex like Nike , F.O.S , Adidas and many more.