



اَبُو سَيِّدِي تِكْوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BLUEPRINT

DMM ENTERPRISE

Faculty : Science Computer and Mathematics
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Group Name : CS2496D
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1.0 EXECUTIVE SUMMARY

1.1 Company Background

1.1.1 Company Profile

Name of the Company	: DMM ENTERPRISE
Shop Address	: No. 1, Lorong Centre Point, Pusat Bandar Kota Kinabalu, 88000 Kota Kinabalu, Sabah
Website	:.www.dmm1605.com my
Telephone Number	: 088-446 800
Fax Number	: 088-466 800
Form of Business	: Partnership
Main Activity	: Purse
Date of Commencement	: 1 th Feb 2020
Date of Business Registration	: 18 th Feb 2020
Name of Bank	: Maybank
Bank Account Number	: 1155 9084 3320 9233

1.1.2 Company Logo



DMM – Dress Me More

Pink – More into Feminine Fashion

Square shape – Powerful and Strong

1.1.3 Company Vision

DMM Enterprise is a new company that are more into fashion and stylist which will always follow up the trending of the century. Our company's product is more related to the higher technology which will show higher standard and give a good quality to the customer. Our company are also producing a product that is unique because our product can be customized according the special requirement from the customer itself. We also want to produce a product that is more exclusive but affordable at price.

1.1.4 Company Mission

- To improve the design and quality of the current product.
- To offer the customer high quality of product with an affordable price``
- To design and develop new product that have high technologies.
- Try to fulfil the customer's needs.

1.1.5 Objective

- To gain profit for the company and generate economic growth.
- To promote a profitable and sustainable business activity that meets the customer's needs.
- To keep profits up and losses down by maximizing sales and minimizing markdown

1.1.6 Business Operation hours

Monday – Friday : 10.00 am – 9.00pm

Saturday : 9.30 am – 10.30 pm

Sunday : 1.00 pm - 10.30 pm