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1. EXECUTIVE SUMMARY

La Inspiracion is a new boutique in fashion and retail industry in Lembah Sireh, Kelantan that will be established in 2020 which offers products such as 'baju kurung' and dress for women. We will be designing products for kids as our future products in order to increase the profit. It is a sole proprietorship that is led by Nur Hafizah as our General Manager. We will be focusing on lace as it is our fundamental value in establishing this company to be one of the successful fashion and retail company in Lembah Sireh.

Our target market are women and kids specifically who lives in Kota Bharu that may be purchasing the dresses and 'baju kurung'. Generally, there are 343,000 population of people in Kota Bharu, and it is estimated that there will be 3,430 people purchasing from us due to La Inspiracion is a new company and just established in fashion and retail industry. The sales that we are estimated to be gaining during our first year of operation is RM1,131,900 as the potential customers may be buying our products three times per year due to festive seasons and Year End Sale (YES). The potential annual growth is estimated to be having an exponential growth as the total sales are estimated to be increasing every year. Hence, it shows that there will be an increasing in the number of products produced by our company and a high technology is needed for future use in order to be getting higher profit year by year.

We are expected to be competing with five other companies in fashion and retail industry which are located in Lembah Sireh such as Annytta Boutique, Larnie Boutique, Dyana Kota Bharu, De' Alfa Butik, and CaryaZara. All of these boutiques have their own strengths that may be the reason why they are still getting the customers' attention. However, La Inspiracion will be having its own uniqueness which is producing products with lace as our fundamental value.

The management team of La Inspiracion consists of five workers who will be leading specific departments, which are Nur Hafizah, Nur Hasmah, Syahirah Ayu, Nur Atikah and Nur Athirah. The managers have extensive experience in finance, business, marketing, and accounting. All of them will be taking the responsibilities in managing and controlling the business by their own specialities, Last but not least, we will do our best in running the business in fashion and retail industry so that more customers will be purchasing from us which will then increase the profit of the company.

2. COMPANY PROFILE

Our company name is La Inspiracion which represent a word in Spanish Language. It means 'The Inspiration'. We come out with an idea of this name as we want to give our customers a sense of inspiration when they wear our products. Our business is sole proprietorship which is led by Nur Hafizah, and the managers are Nur Hasmat, Syahirah Ayu, Nur Atikah and Nur Athirah. This form is easier compared to partnership because it consumes less cost and gain in higher profit. La Inspiracion represent a lace-based baju kurung to adults and kids. We use the high quality of lace but still affordable to all of our potential customers. Our first branch will be located in Lembah Sireh, Kota Bharu, Kelantan.

2.1 Company Logo



Our company logo is mostly to green in colour. We want our customers to feel calm when seeing our logo and being in the boutique. The green colour represents calm which we want to deliver happiness and comfort to the customers. The soft yellow colour represent cheer. These two combination are really suit in together. La Inspiracion is a simple name which is easy for people to remember with its Spanish language that sounds trendy and vogue.