



اُنِيُوْ رَسِيْوِيْ تِيْكَوْلُوْجِيْ مَارَا
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TEKNOLOGI
MARA

FACULTY OF MECHANICAL ENGINEERING

DIPLOMA IN MECHANICAL ENGINEERING

(EM110)

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

BUSINESS NAME:

BUNDLE THRONE

PRODUCT NAME:

PRELOVED APPAREL

PREPARED FOR:

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EXECUTIVE SUMMARY

Bundle Throne has started to operate since 2018. This business was found by me, Muhammad Danish Bin Muhaimi. My friends and I did this business through online platform such as Instagram and Facebook. We start this business because of our own interest in this thrift industry. The name Bundle Throne was selected from the words "throne" which mean a ceremonial chair for a high figure such as king. Our ambition is to be one of the top thrift shops in Malaysia.

It is very challenging in this industry because we need to compete with others thrift shop and apparel shop such as Round Dua, Kocey Garage, Padini and others. In order to thrive in this business, we need to be active and promote our business on variety of platforms. we also need to keep our item up to date in order to attract more customers. Then, we always make sure that our product is in good condition and clean. We always wash the product first before sold it to the customers. Others than that, we also need to keep update our knowledge on product and our market price based on present time.

Whenever we see other opportunities to make this business success and wider, we will take it without any doubt. We also sometime collaborate with others thrift shop while doing live on media social to increase our sell and customers. We always remember a say, "If you want to go fast, go alone. But if you want to go far, go together". We successfully start this business also because of our surrounding support from our family and friends. We intend to keep operate this business until the end.

1. Introduction

1.1 NAME OF THE BUSINESS

The name Bundle Throne was selected from the words "throne" which mean a ceremonial chair for a high figure such as king. His ambition is to be one of the top thrift shops in Malaysia.

1.2 NATURE OF BUSINESS

The nature of business for this thrift shop is apparel and clothing because the business sells apparel such as T-shirt, Hoodie and Sweatshirt.

1.3 INDUSTRY PROFILE

Our company industry profile is to sell high-quality goods for a low price. We provide variety of brands include streetwear and luxuries brand. We also offer a good condition and clean cloth.

1.4 LOCATION OF THE BUSINESS

The location chosen is at 35, Jalan Bullion Mewah 8, Taman Bullion Mewah, 68100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

1.5 DATE OF BUSINESS COMMENCEMENT

We registered our business on June 2020

1.6 FACTOR IN SELECTING THE PROPOSED BUSINESS

- Help people to curate a one-of-a-kind wardrobe with affordable prices
- To gain more knowledge and experience in identify the quality of a clothes