

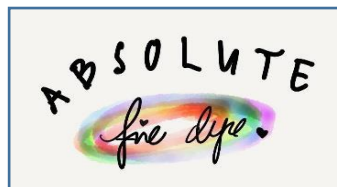


اَوْنِوَرَسِيَّتِي تِيكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP



BUSINESS PLAN

TIE DYE CLOTHING

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1.0 EXECUTIVE SUMMARY

Absolute Tie Dye is a partnership-based enterprise type composed of five significant partners, such as General Manager, Administration Manager, Marketing Manager, Operations Manager and Financial Manager. The operating capital is RM 60,000.00. This business offers and provides consumer shirts in terms of color and style.

Absolute Tie Dye is a new entrepreneur which is involved in a profitable textile industry venture. Five of the young entrepreneurs themselves were involved in making something new that is innovative and distinctive from other sweaters in the industry. By producing different fabrics, forms and styles, creative goods will be encountered by customers. Both representatives have debated and agreed to produce different shirt fabrics, giving the customer a preference between our label and others. The new concept is approved by both imaginative and visionary participants. Our goods are assured with high-quality components, which correlates to the demand of customers for different activities. Our products differ from our rivals because they build their own distinctive look. Customer will best customize the chosen material and pick what color they are interesting

We offer a central position for a flourishing culture situated in the middle of Tebrau. Absolute Tie Dye is located at G01- No 1, Jalan Desa Tebrau, Taman Desa Tebrau, 81100 Johor Bahru, Johor. We think it is important to establish a space in which people can understand and link to their cultural aspects and a social environment of recognition and care. Our company is proud to deliver reasonable rates, customized, loyalty cards, and more to the public.

2.0 INTRODUCTION

2.1 BUSINESS DESCRIPTION

Absolute Tie Dye is our brand name. Absolute Tie Dye is expected to give our best value to people who want to dress casually in the early year 2022. Our business is a youthful creative venture company. We have chosen our name because we want to show our company is made up of entrepreneurs from Bumiputera, who survive by creating innovative products which meet the demands of their people. We are based in No 1, Jalan Desa Tebrau, Taman Desa Tebrau 81100 Johor Bahru, Johor. Inside the mall at ground-G01 level, we have our main office and store. This was because of the geographic position between Tebrau and the City Center. We selected the location of a business. The advantage that we are at the Uniqlo store is that people can see our store since the gap is nearby. There are also different kinds of branded shops on the same level, particularly in the clothing industry which is the essence of our market. We manufacture a significant range of cotton fabrics and styles for unisex. We are actually the only business making this type of shirts, so there are no rivals on the market that have advantages. We also have a website for trading online, as on the firm's own Web pages, Shopee, Instagram. We embrace custom made by following customers' tastes to select their tone. Our own designs and fabrics have been tailored to the public. We want this product to be launched so everyone will take advantage of fashionable apparel and quality, so model and materials are exclusive. We consent and decide to produce new shirt fabrics and styles to satisfy market needs for new designs and materials. Creating our own design with a special design, interested consumers are drawn to try our products. Our goods are made of high-quality materials, we promise.

Our consumers are the middle- and low-class clients who choose to buy the commodity at a reasonable price. The Marketing Technique of Absolute Tie Dye is to emphasize goods and services in quality and costs. therefore, we establish a marketing plan that draws particularly casual fans from our store. We deliver goods of the highest quality at a reasonable price that offers the greatest satisfaction to our customers. Nur Zulaikha Binti Zakaria and partners with many retailers, who wanted to deliver a great opportunity to dominate the market, developed and operated this enterprise. We would then be able to set up our business and try to grow our business. This canvas business model is used to imagine consumer demands and industry challenges and can improve market strategies and application adoption. This would improve our business performance. It also validated the business value of goods and services of a technical type in this situation. However, market implementation of such a solution is also made to identify not only technical barriers, but also cost, customer reach and cooperation barriers linked to the market ad business and that relate to the practical nature of limited initial capacity within the team.

BUSINESS BACKGROUND

Name of the company	Absolute Tie Dye
Address	G01- No 1, Jalan Desa Tebrau, Taman Desa Tebrau, 81100 Johor Bahru, Johor
Telephone	+6 07-80202111
Fax number	+6 07-80202234
E-mail	absolutetiedye@gmail.com
Form of business	Partnership
Main activities	Sell stylish, exclusive and custom made for unisex clothing
Date of registration	31 st August 2021
Date of commencement	1 st January 2022
Registration number	64280135
Name of bank	Maybank
Account number of bank	151124681012

BUSINESS LOGO

ABSOLUTE - The absolute basic priority is keeping customers happy with value.

Tie-dye – Tie dye is a colorful pattern used on clothing. It is made by tying a piece of clothing into a tight bundle, and then dyeing it with various colors.

Colorful - The color that customers like can be picked. This is because we think our business deserves a colorful outfit to a colorful life

