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FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

BUSINESS PLAN FOR

HAUNI BOUTIQUE AND FASHION ENTERPRISE



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EXECUTIVE SUMMARY

HAUNI Boutique & Fashion Enterprise is a partnership business composed of five business partners who play key roles and responsibilities and roles in the company. The roles in the company consists of a General Manager, an Administration Manager, a Marketing Manager, an Operational Manager and a Financial Manager.

Our head office is situated at Lot 10, Jalan Sinar Sentul, Sentul, 51100, Wilayah Persekutuan Kuala Lumpur. The location was chosen because it is a strategic location to start a business. Sentul is a logistically changing city that benefits the business in various matters. The assessment of logistics is the evaluation of the transport options and costs for the prospective manufacturing and warehousing facilities. The rate of premises rental is considered the most reasonable compared to other cities or town in Malaysia.

Our business capital is estimated to be RM 84,411 where the total contribution of each business partners is RM 20,000 and the remaining RM 3,499 is from the bank loan.

HAUNI Boutique & Fashion Enterprise is an apparel venture. We primarily concentrate on clothes production in Malaysia. The key emphasis of our business is traditional Malay apparel with a range of designs. The business value proposition is to manufacture traditional Malay garments that are made with a high-quality fabric and thread. We sell readymade traditional Malay clothing with a range of colours and styles that customers can choose from. We also provide the customers with an option to customize their traditional clothes based on their preferences. These traditional Malay clothes are not limited exclusively to Malays or Muslims but anyone from any race or faith may wear the traditional Malay clothes.

With a loan from the bank, it provides a huge push for HAUNI Boutique & Fashion to start operating. Our business is scheduled to commence on the 12th of January 2021. We hope that we are able to achieve our aims, mission and vision which is to make HAUNI Boutique & Fashion become people number 1 choice in traditional Malay clothing brand.

We believe that our business has immense potential to penetrate the market and venture into the traditional clothes industry in Malaysia. We are always looking for a way to improve our business in every aspect available in order to ensure that our business grows as desired