



UNIVERSITI
TEKNOLOGI
MARA

ENT 300



C'LIPAT

JBM1144A

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COVER LETTER

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25th August 2015

Miss,

Submission of Business Plan Proposal (ENT 300)

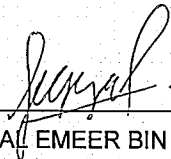
Allude to the subject stated above, we would like to submit the proposal of our final project paper for ENT 300 subject.

2. This business plan was completed according to the guidelines and requirements given according to subject related. This business plan is build up to serve as a guide and prototype for a business proposed deal which covers the top management which is started with general manager followed by the administration, marketing, operation, and financial aspects.

3. We are hope that our business plan that we recommended does fulfil your obligations. If there are any error or lack in any part are fully depends on us. Plus, we are appreciating to any comments or remarks on our project in order to help us to improve it and also to ourselves as well.

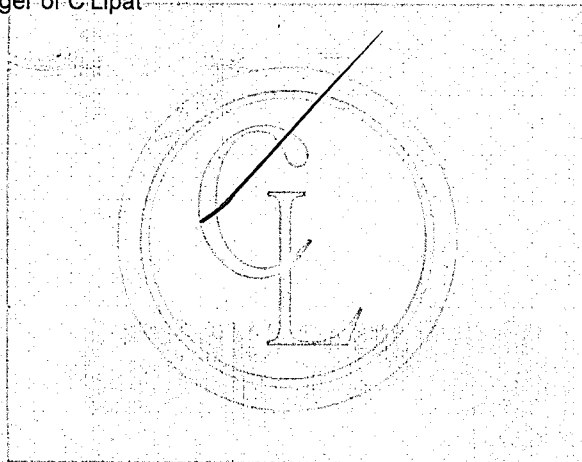
4. Thank you for your guidance and time to go through our business plan and analysing it. With all our efforts we hope that you will approve this business plan that we produced. Finally, with the cooperation that arises among us can enhance a good collaboration.

Yours sincerely,



(IEQQAL EMEER BIN AFFANDI)

General Manager of C'Lipat



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2.0 EXECUTIVE SUMMARY

C'Lipat is a shop that located at No. 55, Jalan Temenggung 3/9, Seksyen 9, 43000, Bandar Mahkota Cheras, Cheras, Selangor Darul Ehsan which selling folding clothes machines.

C'Lipat was registered on 1 November 2015. We plan to provide this product and attract more customers to buy our product. We chooses to sell this product around Cheras because we have less competitor and also that area is the industrial place. So the potential for us to expand our business is high. Our company tend to improvise and take our competitors' weakness to make our company better than others.

Our motto is 'small solution for daily life' that relevant with our business C'Lipat to fulfill the demand of customer around Cheras in selling folding clothes machine. Other than that, C'Lipat future planning is to expand the market in other places.

The existence of our competitors make us do a different ways to attract customers to buy our product. The price of our folding clothes machines are reasonable. Financial resources for our business operating is based on contributed capital from all our partners to run the business successfully.