



اَوْنَبُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

PEPANTIES: "PERIOD PANTIES"



PEPANTIES
By woman for women

PREPARED BY

FACULTY & PROGRAMME : FACULTY OF COMPUTER & MATHEMATICAL SCIENCES

SEMESTER : 5 (JCS 1435C)

PRODUCT TITLE : DESIGNING BUSINESS PLAN

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19 December 2017

SUBMISSION OF BUSINESS PLAN PROPOSAL (ENT300)

Referring to the subject stated above, we would like to submit the proposal of our project paper for our ENT300.

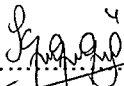
2. The business plan is focus on selling a livestock (goat) and fresh meat (goat).

3. We had put our best commitment to complete the business plan according to the guidelines and requirements stated in our subject syllabus. This business plan is constructed to serve as a guide for a proposed business venture which covers administration, marketing, operation and financial aspects.

We hope that this business plan will success according to your satisfaction. Any mistakes or lacking any area falls full on us and we appreciate any comments or remarks on our project in order to help us to improve ourselves as well.

Thank you,

Yours sincerely,



.....
(KHAIRUNNISA' BINTI NORIZAM)

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Alhamdulillah, we are grateful to God with all sincerity and humility, because of his grace to us to produce writing and can be implemented successfully. This project is a synergistic product of many minds and has been accumulated over the last few months. This has been a special project brought to fruition through the efforts of some very special people. Many people contributed enthusiastically to this project, which really came together in the last few weeks before deadline.

Firstly, we would like to thank Universiti Teknologi MARA Johor who has provided us this opportunity to prepare a project which has help us to gain knowledge besides being a part of our subject, it eventually will definitely going to be useful in the future.

Next, we also would like to place on record our deep sense of gratitude to our parents for their financially wisdom and inspiration that have guided and helped us from day one. With the generation of a piece of report, our gratitude goes to Miss Siti Nordiyana binti Sahak, which is our lecturer who has given us guidance and guidelines to implement this task. Without her guidance, we will not able to complete this report properly. If it has any wrong about this report we are sorry and any good advises will accept. Lastly, a very thank you to all who are helped us either directly or indirectly manner to help us to complete this report writing.

Thank you.



EXECUTIVE SUMMARY

Entrepreneurship is a process of innovation and new venture creation through four dimensions which include individual, organization, environment and institution. Entrepreneurs are individual who actively from are lead their own business nurture them for a growth and prosperity. In order to form a business, there are quite numbers of phase that should be understood and develops by entrepreneurs.

PEPANTIES is, indeed, an innovation to the feminine products world. It is clear that this innovative and much needed invention provides three-fold appeal: security from leaks and wetness, comfort and cleanliness in design, and a boost of self-image with their lingerie look.

PEPANTIES is underwear that can be worn during menstruation as a substitute or a supplement to traditional feminine hygiene products. The underwear come in a range of styles from boy shorts to thongs, and include two patented technologies. One is to absorb different amounts of blood, and the other absorbs different amounts of urine. The underwear is anti-microbial, moisture-wicking, absorbent and leak resistant.

The nature of this business is selected through our reference and observation in long term planning on the nature of business. We have been making along research about the planning in establishing this kind of product