



اَوْنِيُوْ سِيْتِي بَاتِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)**

**GROUP ASSIGNMENT**

**TYPE OF BUSINESS: APPAREL BUSINESS**

**PREPARED BY**

**FACULTY : APPLIED SCIENCES**

**PROGRAM : DIPLOMA SCIENCE**

**PROJECT TITLE : APPAREL BUSINESS**

**GROUP MEMBERS :**

1. Patrick Sullang Ambun (2015818922)

2. Azwan bin Jai (2015270124)

3. Jeff Collven Anak Claisdell Lorren (2015853774)

Group: AS120 5C

**PREPARED TO:**

**MDM SITI MARDINAH ABD HAMID**

**SUBMISSION DATE:**

**3/11/2017**

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## EXECUTIVE SUMMARY

Apparel business is the selected business due to lots of positive impacts over negative factors. The store, or also known as apparel business, is a retail business company that sells various of fitness apparel in terms of trendy, in demand and competitively priced. The store additionally sells others good equipment for selected sports. With supporting details, emphasis placed on high-growth products that has driven by current social trends, for example, exercise or fitness equipment, football, running, and fashion sports apparel as well.

Outdoor activities or indoor activities are well-known by people where its divided into many categories. However, to be involved in such activities, people are required to have their own suitable apparel and equipment depend on the activities they are playing. This statement is the purpose for us to select apparel business where our store enables to sell various of apparels and equipment.

The mission of the store is to become to-be-known provider of sports apparel alongside with various of equipment for either amateur or professional athletes. The store is dedicated to build-up a long-term relationship with customers through good products quality, and customer service. Thus, the store wants to be recognized as a part of leading sports company in Sarawak. The store's goal is basically to grow steadily, becoming profitable by the second year of operations.

Adidas Group, Nike, Inc., and Puma SE recently become the appointed agents for the store to sell various products, the largest and most respected companies in the global market. At the hand of educated staff, the customers are serve with information about particular items sell in the store. As the customers can find suitable products depending on their requirement.

In order for us to succeed in the apparel business competing against others apparel store, is to advertise and promote in areas that our target customer base will learn about our store. The key to good customer service is building good relationships with our customers. Thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression. Therefore, a happy customer will return often and is likely to spend more.

## IDENTIFYING THE NEEDS AND WANT OF CUSTOMERS

There are **3 types of main idea** in business that may occupy the need and want of the customers around Samarahan.

The 3 types of main idea are:

**APPAREL BUSINESS-** Apparel business is based on the products. This business mainly focused on the apparel that are branded.

**STATIONERY BUSINESS-** Stationery business is based on the products. This business more to selling the stationery products for ease the student life.

**CYBER CAFE BUSINESS-** Meanwhile cyber cafe business is based on the services. This cafe provides high speed internet.

## **CHOSEN BUSINESS: APPAREL BUSINESS**

### **VISION:**

- Able to provide various kind of apparel for local populations and in the same time to expose the benefits of the good quality products.

### **MISSION:**

- We want to make this business that provides the products information and educations covering the apparels and brings satisfactions towards the local populations.

### **OBJECTIVE:**

- To provide the professional educations covering the apparels
- Able to review the academic program in apparels industry.
- To be exposed to a new comforting business.