



**FACULTY OF INFORMATION MANAGEMENT
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REMBAU CAMPUS**

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FUNDAMENTALS OF ENTREPRENEURSHIP

BUSSINESS PLAN

(PRELOVE OUTWEAR)

Prepared by:

MUHAMMAD AMMAR HAZIQ BIN ARIZUDDIN (2018242424)

MUHAMMAD IDHAM BIN ABDUL GHANI (2018209402)

MUHAMMAD IQBAL HAKIMI BIN ISMAIL (2018285178)

N5IM1105C

Prepared for:

SIR MOHD AZLAN MAJID

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1.0 Introduction

1.1 Executive Summary

Prelove Outwear is a company operating in a small to medium industry and also involved in the fashion industry. The company name was chosen because it is attractive and easily recognizable by anyone. Our company also has our own motto which is Cheap & Stylish which shows our clothes are available at cheap and economical prices as well as helping customers to be stylish.

Our company's main aim is to provide our clients with good service. By being in contact and seeking input from our clients, we aim to build successful customer relationships. Our company consists of 10 staff consisting of General Manager, Marketing Manager, Financial Manager, Operational Manager, Marketing Assistance, Financial Assistance and Worker. With the skills available to the staff, we encourage our strength to achieve the company's objectives. Teamwork, debate and interaction are the keys to our success.

Prelove Outwear is an online company that operates on the platform of the digital domain. This company is determined to function as an online company. The reason why 'Prelove Outwear' is an online company is that it can save physical space and leasing costs, users can access the online store anytime and anywhere, and the business can be run anywhere by the shop owner. While planning this business, we managed to analyse some information about this business in terms of administrative plans, marketing plans, operating plans, and financial plans.

1.2 Name of Business

We have named our company Prelove Outwear. This name was coined at the beginning of the time we wanted to formulate a plan to open this company. The reason why we chose to make this Prelove Outwear as our name is because of course we want a different name from each existing company. In addition, Prelove Outwear is easier to say so it can help our company is always remembered by our customers.

1.3 Nature of Business

This company plan would explain in detail the nature of the business in the fashion industry that we are interested in. Our business hours will be more focused on the creation of clothing. In the business sector in Malaysia, as we all know, the fashion industry is rising. In keeping with the practise of improving the process of providing the community with goods and services that support the general public's interests. Prelove Outwear focuses more on clothing for males and females, including skirts.

The reason why we chose to open a company in the fashion industry is because we have an interest in this field. In addition, we can also make a profit based on our interests. We can also increase and enhance our creativity.