



اُونِيْوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS PLAN**

**THE NASH's BOUTIQUE**

**PREPARED BY**

**FACULTY** : FACULTY OF ADMINISTRATIVE SCIENCE AND  
**&PROGRAMME** POLICY STUDIES/ DIPLOMA IN PUBLIC  
ADMINISTRATION  
**SEMESTER** : 4 AND 5  
**CLASS** : D  
**PROJECT TITLE** : THE NASH's BOUTIQUE FOR FAMILY DESIGN  
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**EXECUTIVE SUMMARY**

NASH’s BOUTIQUE is the name that had been chosen by the suggestion from one of our partner in the company. This name based on the combination of our partners name. Our business is focusing in selling different design clothes for family members which means we are selling clothes from many different age and gender. We are also doing online shopping which you can get through Facebook NASH’s BOUTIQUE. From there, our customer can make order through online and will be delivered by our workers. For any requirement or any questions, our customer can make a call and What app us at +60118898932.

Our business allocated at No.32, Lorong Desa Ilmu, Kota Samarahan and will be operated from Tuesday until Friday at 9a.m until 9p.m and Saturday until Sunday at 11a.m untul 8p.m. NASH’s BOUTIQUE provided special offer for our customers are, have our business membership card, which they can get less price till 50% off. NASH’s BOUTIQUE are formed based on partnership. We agreed to appoint each of the partner as stated below.

NAME	POSITION
HENRY MORRISSEY ANAK VINCENT	Manager
SYUHAIDAH BINTI ABDUL RAHMAN	Marketing Executive
SONIA NADIA ANAK WINSTON SOKIM	Operation Executive
NUR ANISHA KHUZAIMAH ISHAK	Administrative Manager
NATHANAEL ANAK UGIL	Financial Executive

## **1.0 INTRODUCTION**

### **1.0.1 NAME OF THE COMPANY**

NASH's BOUTIQUE is the name that had been chosen by the suggestion from one of our partner in the company. This name based on the combination of our partners' name. Our business is focusing in selling different design clothes for family members which means we are selling clothes from many different age and gender.

### **1.0.2 NATURE OF BUSINESS**

Our nature business is partnership. Our business is focusing in selling different design clothes. The special of our business is we provide the clothes to many different ages and gender. That mean our business is for family clothes because we want to make the family members easy to buy and search their clothes with any new design they wanted at one stop shop. We will improve our services and the quality clothes that we sell from zero to hero for our customers' satisfaction.

### **1.0.3 INDUSTRY PROFILE**

Since our business located at area of housing hub, this business will attract the residents to come and visit. The population of Kota Samarahan is 157,792 so this will help our business operated well. We hope that our business can compete with the existing company that sells clothes such as Almas Boutique and AB Bundle.

### **1.0.4 LOCATION OF THE BUSINESS**

Our business will operate near to Aiman Shopping Mall, Kota Samarahan, Sarawak. We choose this area because it is the housing area such as Taman Desa Ilmu, Taman Indah Jaya, The Palm and this area is having high population. So, this area is strategic ways in operated our business.

## **1.2 PURPOSE OF BUSINESS PLAN**

Business plan is as the first step as a module before start a business. This business plan is very important to a new company like us, THE NASH's BOUTIQUE SDN. BHD. The good business plan may maintain our business longer in the Malaysia.

The purposes of business plan are:

### **1. As a guideline.**

Our main worker such as financial, marketing, operation and administrative manager must always refer to the business plans as their guideline. So, they will meet the objective of the company.

### **2. To measure the financial strength**

Measure the financial strength in purchasing and managing the output and input of the company such as making loan, purchasing the clothes and others.

### **3. To analyse the business**

As our guideline to improve and measure our achievement of the business either it will achieve the objective or vice versa.