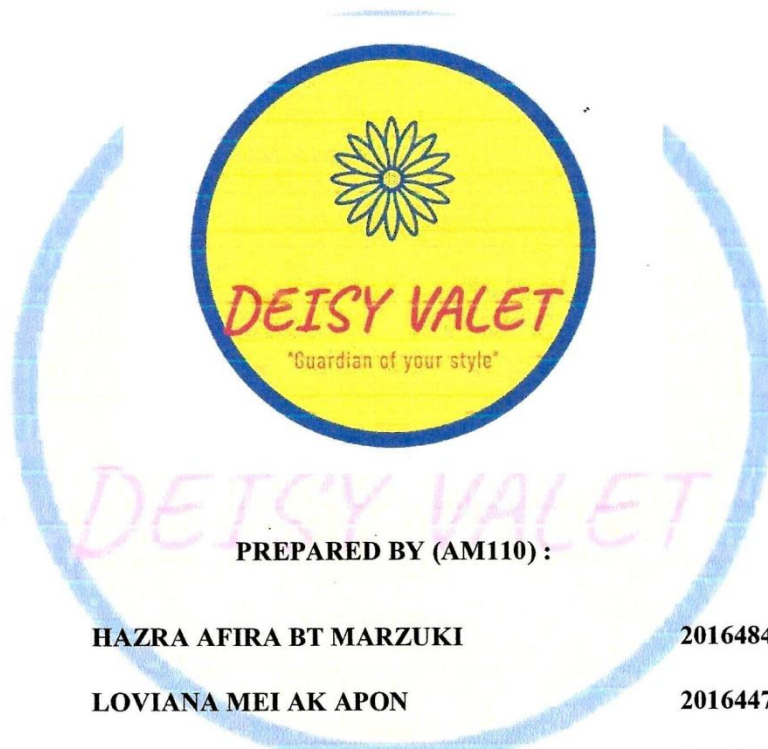




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UNIVERSITI  
TEKNOLOGI  
MARA

## DEISY VALET



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05 JUNE 2018

Madam,

Submission of Business Plan Proposal for subject ENT300

As stated above, we would like to submit our business plan proposal for subject ENT300 that we take this semester.

2. For this purpose, we have decided to choose 'DEISY VALET' as our business plan. Based on our observation, there are many business opportunities and there is also high potential in this industry at this place which is Kota Samarahan.

3. The business plan proposal was done following the guidelines and requirements that have been given to us. The submission of our business plan report is hoping for your approval. In addition, we hope that this business plan report that we propose will meet your expectation and satisfaction.

Thank you in advance.

Sincerely,



.....  
(NURHAFIEZA BT ABDUL GHANI)

General Manager,  
DEISY VALET.

## **Executive Summary**

“Deisy Valet” is a business company which focusing on garments that are in line with current trend. The mission of our valet is to be the best and be known all around the world and on par with other famous brands by offering the best products.

Our business “Deisy Valet” is a partnership business which consist of five people. To start the business, each member had contributed RM15,000 as stated in the partnership agreement. “Deisy Valet” is a boutique selling trendy clothes, accessories and scarves which every working women and teenagers, especially students had always wanted. The business was formed on 1<sup>st</sup> January 2018. Our boutique is located at the first floor of Summer Mall, Kota Samarahan.

The positions of top management of the boutique is as follows. The General Manager of Deisy Valet is Nurhafieza Binti Abdul Ghani, while the Administration Manager is Loviana Mei Anak Apon and Zarith Tihani Nabihah Binti Zaidi as the Operational Manager. Next, the Marketing Manager is Hazra Afira Binti Marzuki and the Financial Manager is Mohd Shafiq Bin Abdul Rahman. We recruited two employees as the tailors who will make the custom made scarves.

DEISY VALET



## 1.0 INTRODUCTION

Our boutique name is DEISY VALET and type of our business is a partnership which is consists of 5 co-owners. Our boutique is selling varieties of clothes, accessories and scarves. The only product that we produce by our own is scarves. There is a reason why we choose "DEISY VALET" as our boutique name. This is because daisy flower is symbolized of cheerfulness and they were often paired with ferns. So, this flower reflects on our boutique where our boutique provides varieties of clothes, scarf and accessories and the employers also will treat the customers friendly and cheerful. Since our boutique provide those products it will be easy to match-up to one another.

DEISY VALET is located at the shopping lot inside Summer Mall, Jalan Dato' Musa, 94300 Kota Samarahan. We choose Summer Mall because it is a strategic place where the students and also the people around Kota Samarahan always go for shopping since it is near the universities and our target customers is the female students and working women. In addition, our boutique will be the first boutique who sells branded brand of clothes and scarves at affordable price.

We provides various type of choices where our boutique will sells clothes, accessories and our own design scarves that will not have to be iron if the customers want to wear it also known as instant shawl. The products that sells in our boutique can be wear for different occasions, for example, go for dinner, class, working and celebration day. Therefore, our boutique is ideal for people who want to find their clothes immediately in one place without wasting more time to go to another boutique.

Based on our observation, there is lack of boutique that sells this kind of products which is branded, have a high quality of fabrics and affordable price. Therefore, that is the reason why we choose to make this business. Since, we are the first boutique, who sells branded and up-to-date products at affordable price; we can attract the people to go shopping at our boutique as people nowadays are fashionable.