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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



PREPARED BY:

AMSYAR IRSYAD BIN AMIR

(2018212024)

ALEEYA NURATHIRAH BINTI ABDUL GHANI

(2018213092)

NUR YASMIN ATIQA BINTI NORHISHAM

(2018209292)

NUR SYAHZANANI AQILAH BINTI JAMI'AN

(2018661152)

NURANIA AMISYA BINTI MD ZUL HAIRI

(2018245954)

GROUP:

AS1145C1

DIPLOMA IN MICROBIOLOGY (AS114)

FACULTY OF APPLIED SCIENCE (AS)

BUSINESS NAME

CLEVIR.CO

SUPERVISED BY:

DR ASIAH BINTI ALI

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EXECUTIVE SUMMARY

Mission:

Clevir.co aims in giving high-quality bags that can ease people's life in modish and sophisticated ways but still affordable at every level. Our teams will ensure that every customer gets the bag that can fulfil their needs and wants.

Overview of business:

Clevir.co is headquartered in Shah Alam which is the state capital of Selangor. This company is a form of business based on corporation and owned by Nur Syahzanani Aqilah binti Jami'an. Other than General Manager, the management of Clevir.co also consists of four members who hold important positions such as Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Through teamwork, communication and conflict management, the General Manager will coordinate and monitor managers from every section. The backbone of successful business is driven from an effective management.

The world 'Clevir' comes along with our concept of creating bags that can ease customer's life. Our very first product is 'Hygiene-kit Pouch' which is a pouch that is complete with a set of telescopic straw, mask compartment and hand sanitizer. We also offered a custom-made pouch strap and engraving name on the pouch. Through all this specialty, the customers still can have their Hygiene-Kit pouch at an affordable price.

Target market:

There are 6,538,000 people living in Shah Alam and there are various types of professions offered in this city and also many universities are located in or nearby Shah Alam. Therefore, our clients are coming from various backgrounds, all levels of income and multi-racial.

Our competitive advantages:

Currently, there are more than 10 local companies in the bags and accessories industry in Malaysia such as Christy Ng, Sometimes by Asian Designer and Ducks. However, none of them offer bags that can simplify or ease their customer's life and most of their products are offered at higher price.

Clevir.co's marketing strategy is to simplify our customer's life behind the terms of 'bags'. For instance, our Hygiene-kit pouch is one and only product in Malaysia that comes with telescopic straw. Despite the regular metal straw that made our bags become bulky, this adjustable telescopic straw keeps our pouch slim while looking elegant.

For alternative ways, we will also use our own website and other e-commerce platforms in order to engage customers which allow them to reserve and purchase via online methods. By doing this, it can disburden our customer as they no longer need to walk-in to the physical store that might be located far from their house.

Financial projections:

i. Start-up financing requirements

Financially, from website designs, seed finances until the salary of our five staffs, the start-up costs is RM 158,870. We are seeking seed finances from our investors which amount to RM 197,653. This is to finance our first-year of growth due to the lack of capitals on our side.