



اَوْنَبُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SUGGESTION FOR REFERENCE:	
OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



AATIELLA PLUS SIZE

PREPARED BY

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EXECUTIVE SUMMARY

Aatiella Plus Size is known as a clothing boutique that has a special size and unique design. The modern design made is very meticulous and comparable to other reputable boutiques. We prioritize customer comfort and always repair in case of problems. Customer feedback is always a guide to get better. This business is focused mainly on obese people who have trouble finding oversized clothing. We offer reasonable prices with good quality. We decided to start this business because we can see some prospects that will make this business successful in the future. Nowadays, there are a lot of obese people who are not sure of fashion just because the clothing premises that sell big shirts are quite limited. The opening of this store can give confidence to this group to be more stylish and fashionable.

Aatiella Plus Size company is a form of business based on a partnership which consists of four members such as Operational Manager, Financial Manager, Marketing Manager, Administration Manager and the main position that is General Manager. All the manager play their role professionally to achieve our vision and mission in this business. This company located in Shah Alam, Selangor. We place this boutique in shah alam so that people are easier to find because the population here is very large. Our products are more trendy but suitable for all communities no matter old or young. Various types of designs have been designed so that customers have more options in choosing their clothes. Our company is categories as a new company in the market. We hope our business is well known and comparable to other famous businesses. We also hope that this partnership business can motivate and help each other in the success of this business together.

TABLE OF CONTENT

NO	CONTENTS	PAGES
	ACKNOWLEDGEMENT	4
	EXECUTIVE SUMMARY	5
1.0	INTRODUCTION	
1.1	Purpose	6
1.2	Business Background	7
1.3	Partners Background	8 - 11
1.4	Business Location and product	12 - 13
2.0	ADMINISTRATION PLAN	
2.1	Introduction To The Organization	14 - 15
2.2	Organizational Chart	
2.3	Administration Personnel	16
2.4	Administration Schedule Of Tasks And Responsibilities	17
2.5	Administration Schedule Of Remuneration	18
2.6	Compensation And Benefits	19
2.7	List Of Office Equipment	
2.8	List Of Office Furniture And Fittings	20
2.9	Administrative Budget	21
3.0	MARKETING PLAN	
3.1	Marketing Objectives	
3.2.	Product Description	22
3.3	Target Market	23
3.4	Market Trend And Market Size	24
3.5	Competition	25
3.6	Market Share	27
3.7	Sales Forecast	28
3.8	Marketing Strategy	29 - 31
3.9	Marketing Budget	32

INTRODUCTION

1.0 INTRODUCTION TO THE BUSINESS

BUSINESS NAME	AATIELLA PLUS SIZE
BUSINESS ADDRESS	20, Jalan Plumbum N7/N, Seksyen 7, 40000 Shah Alam Selangor
NATURE OF BUSINESS	Selling clothing
FACTORS IN SELECTING THE PROPOSED BUSINESS	To make oversized people confident to be fashionable
FUTURE PROSPECTS OF THE BUSINESS	To make business the first choice of customers

1.1 PURPOSE

The purpose of this business plan is the first step before starting a new business. The business plan is very important to those who want to make a new business like **AATIELLA PLUS SIZE** because it may guide our business to be successful business in Malaysia. Planning on our business allows us to understand what the needs to be done for each step.

1. As a guideline for managing, planning, handling, setting, and controlling our new business. We will focus on our financial forecast, budget, target market, and strategies. It helps to avoid failure plan the pitfalls along the way. We can go through if get any problem and monitor as soon as possible.
2. To analyze and evaluate the viability of a proposed venture to our business whether stable, profitable or loss. We need to focus on our financing business such as the cost that we need to buy assets for the company.