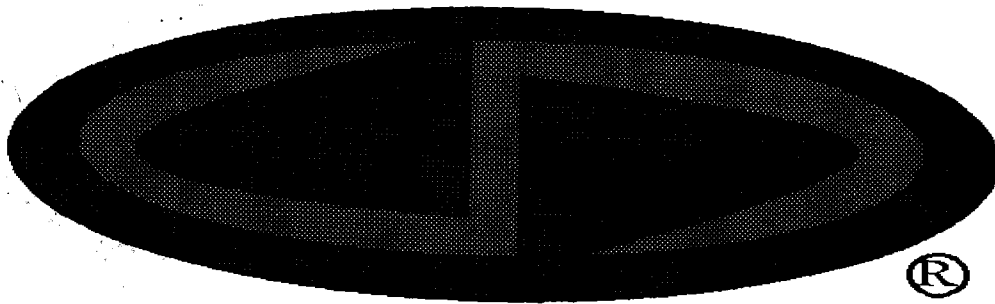


Business Plan

ETR 300



Creative Design Enterprise
"Consumer's Satisfaction is Our Priority"

Group Members:

Mohd Fauzi Bin Oth
Mohd KhairilNaim I
Nurul Hafis Bin Moh
Zulfaddhly Bin Oma
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**CLOTHING
(CLO)**

352
384
237
530
580

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Faculty of Accountancy,
MARA University of Technology,
40200 Shah Alam,
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Lecturer (ETR 300),
Faculty of Accountancy,
MARA University of Accountancy,
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Selangor Darul Ehsan.

6 SEPTEMBER 2002

Sir/Madam,

Submission of Business Plan

Referring to the above, I on behalf of my group, want to submit our completed business plan project to you.

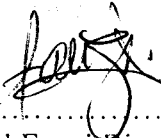
2. This project has been prepared by the members of our group, there are:

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Mohd Khairil Naim Bin Osman	2000575884
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3. The preparation of this project is on the purpose of fulfilling the requirement needed for Diploma Certificate. This project is also to fulfill the criteria needed by our lecturer, Mr. Ali Bahari and Mrs. Aida Maria Ismail.

4. We hope that this project can provide enough experience for us into the formation of the real business.

Your sincerely,



.....
(Mohd Fauzi Bin Othman)
Group Leader

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Executive Summary

Creative Design Enterprise is a partnership organization that provide cloth printing services to local clients and also sell various of brand' cloth. Creative Design Enterprise is kind of partnership that contains of five creative youth. The partnership will compete with other company in textile industry, which nowadays is one of the most popular industries.

Creative Design Enterprise is always aware about the demand of fashion among shah alam's residents and therefore, all the partners had decided to set up a partnership that can provide cloth printing especially for the students and worker's organization. Creative Design Enterprise will commence the business in shah alam where it is situated at No. 6 Jalan Timun E 24/E,40200 Shah Alam, Selangor. Our partnership business will be fully started on 1st January 2008 with total contribution from each partner is RM10,000. Each partner will bring RM5,000 for the first year operation and consequently RM5,000 in the second year. Furthermore, all the partners had decided to apply for the bank loan amount RM50,000 to make sure the business be more effective and efficient.

All the partners have their own qualifications. Hence, our company is different than other companies because our management is more comprehensive. Our role is to satisfy all the consumer's need and want with give our best services to them. The consumers also can submit their own design to us so we can create it as well as what they want.

Factors of influencing choice of the business are such as near the UiTM area. Some students live outside the college such as at section 24. our market is among the UiTM student and the school students. The kindergarten is also includes in our target market. The business potential is good because the market is wide and big. Hence, the business can be expanded widely. Furthermore, most students need to wear shirt especially for their class and certain event such as sport and co-curriculum activities.