



اُونِيُوَرَسِيْتِي تِي كُونُولُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



*Beads On*  
Shoppe

## **ENT300 Business Plan**

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## 1,1 EXECUTIVES SUMMARY

Beads' designing is becoming more famous in Malaysia, due to that reason, there a lot of shops and tailors that provide such service to their customers. However, designing and sewing beads on clothing takes days to be completed. Thus, we came up with a business that offers faster service for our customers. Beads On Shoppe provide variety designs of beads and it take only a couple of hours to be completed.

There are a few factors that affect our decision in selecting this type of business. Firstly, it is because there is no other company that provide service like we do. Secondly, it is because we want to gain maximum profit through the business. We believe this type of business will have a very bright future due to the high demand from the targeted market.

Our target market is women but we also provide this service to men and children upon request. This company is located in 1<sup>ST</sup> floor 1 Borneo Hypermall, Kota Kinabalu. The reason we choose the location is because of the strategic location. It is situated inside a mall that is fully facilitated, with many shops nearby, easy to find and also our customers can walk around the mall while waiting for their cloths to be done.

Our company's dream is to be well-known beads' designing company not just in Malaysia but also internationally. To achieve what we have set up, we will promote our shop through advertisement such as fliers and newspapers and also website such as company's website and Facebook.

