



FUNDAMENTALS OF ENTREPRENEURSHIP

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BA111 (5A)

“BUSINESS PLAN”

PREPARED BY:

WAN NUR ADLIN BINTI WAN MOHD ZAWAWI	(2019112679)
NUR DIYANA AYUNI BINTI MOHD ZUKI	(2019912897)
NURUL ASMA' ILLYANA BINTI ISMAIL	(2018293986)
NAS AZWADI BIN AHMAD NAS RUDDIN	(2019350889)

PREPARED TO:

PUAN FARABIYA AKMA BINTI MAT NAWI

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1.0 Executive Summary

This business plan will introduce Sequins Boutique Fashion is a woman's attire business, it located in Kota Bharu which is the capital city in Kelantan. We chose to be in Kota Bharu as our main shop because it is easy for us to attract and reach the customers from here.

There are almost hundreds of clothing business in Kelantan but what makes our business different from any of those is that we offer variety of style that has in woman's attire and outfit industry. Such as, we have offered a trendy cardigan and palazzo pants which are suit for a casual outwear and then for any special occasion, we do offer dress, mini skirt and blouse that comes in many options of design.

Sequins Boutique Fashion is managed by five people including the owner of the brand itself. Thus, it becomes the owner herself who in charged when it comes to delegating the task and responsibilities of the workers equally according to their best capabilities, qualification and talents.

In this business plan, we will summarize the administrative, operating, marketing and financial objectives. We are going to explain why it is so important for every roles to play their part in running this business smoothly. Other than that, We also will be showing about the detail plans and budgets as well as how the objectives of Sequins Boutique Fashion Sdn, Bhd. to be analyzed.

2.0 INTRODUCTION

2.1 Introduction of Business

Name of the business	Sequin Boutique Fashion
Nature of business	Woman's attire
Company profile	<p>Sequin is a clothing business which has been founded in 2018 in Kota Bharu, Kelantan.</p> <p>Sequin strongly managed by 5 people including the founder herself. Sequin is basically a brand which offer a variety of trending style in women's clothing such as cardigan, dress, palazzo pants and muslimah friendly attire as well. In terms of quality in material, it is always ensured to be made by great and soft material, long lasting, washable and light weight.</p>
Business location	Kota Bharu, Kelantan
Date of commencement	In January 2018
Main purpose of the business	<p>We want to bring out all kind of amazing and latest fashion in woman clothing industry, so it will be easier for people to buy it instead of buying it from overseas.</p> <p>We offered all of our products in many sizes. From small size to extra plus size. So, all women in Malaysia are free to wear a trendy style of outwear regardless of their sizes.</p> <p>Providing a good material of clothing such as light weight and breathable fabric which is comfortable to wear in hot or humid weather in like Malaysia.</p>
Future prospect of the business	<p>We want to expand the brand of the company by having ten more outlets in different cities. It will be easier for us to reach to our customers throughout Malaysia.</p> <p>We are planning to deliver more of our product in Muslimah friendly attire which including the scarf, hand socks and even purdah.</p>