

**ENT300**  
**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN**



**PREPARED BY**

NO.	NAME	UITM ID NO	GROUP CODE
1.	MUHAMMAD NUR HAZRIQ BIN JAZMI	2019404948	<b>PEE1124A2</b>
2.	MUHAMMAD NABIL BIN ROSLI	2019246034	
3.	MUHAMMAD SHAHIRUL AIMAN BIN ZAMRI	2019278316	
4.	MOHAMAD HARIZ HAKIMI BIN HASHIM	2018268776	
5.	MUHAMMAD ANAS BIN ALIF	2019292882	

**PREPARED FOR**

<b>LECTURER'S NAME</b>	<b>MADAM JANATUL AKMAR BINTI AHMAD AWALLUDDIN</b>
<b>SEMESTER</b>	<b>MAC – AUGUST 2021</b>
<b>SUBMISSION DATE</b>	<b>15<sup>th</sup>. JULY 2021</b>

	Table of Contents	i-ii
	Executive Summary	iii
1.0	Introduction	1-8
1.1	Business Description	1-3
1.2	Owner Description	4-8
2.0	Administration Plan	9-16
2.1	Business Vision, Mission & Objectives	9
2.2	Organization Chart	10
2.3	Administration Personnel	10-14
2.4	List of Office Equipment	15
2.5	List of Office Furniture and Fittings	15
2.6	Administrative Budget	16
3.0	Marketing Plan	17-29
3.1	Marketing Objectives	17
3.2	Product or Service Description	17-19
3.3	Target Market	20
3.4	Market Trend & Market Size	20-23
3.5	Competition	24
3.6	Market Share	25-26
3.7	Sales Forecast	27
3.8	Marketing Strategy	28
3.9	Marketing Budget	29
4.0	Operations Plan	30-42
4.1	Operations Objectives	30
4.2	Process Planning	31
4.3	Operations Layout	32
4.4	Capacity Planning	32-34
4.5	Material Planning	35
4.6	Machines and Equipment Planning	36
4.7	Overheads Requirement	36

## **Executive Summary**

Sugoi Outfit was established in year 2021 with the aim to make an amazing custom design shirt and sell it to the customers with affordable price. Sugoi Outfit was headed by General Manager, Hazriq Jazmi, followed by Administration Manager, Nabil Rosli, Marketing Manager, Anas Alif, Operational Manager, Hariz Hakimi and lastly Financial Manager, Shahirul Aiman. Sugoi Outfit company was located at Lot 69, Blok B, Vista Magna, Jalan Prima, Metro Prima, Kepong 52100, Kuala Lumpur. Sugoi Outfit also promotes its product through the social media which is Instagram 'sugoi.thrift'. Customers can create their own cartoon design and give it to us for printing to their shirts. For our business we offered three types of shirt material which is cotton shirt, jersey and hoodie. The business hour of Sugoi Outfit operates from 10.00 a.m – 10.00 p.m on Monday to Saturday and close on Sunday. Overall the Sugoi Outfit has good result in the business and gain a good profit.

# 1 Introduction (Business and Owner Description)

## 1.1 Business Description

The name that we chose for our company is Sugoi Outfit. The reason that we chose Sugoi Outfit as our company's name because 'sugoi' is a word from Japan and it is defined as amazing and tremendous. As we know, majority of Malaysian loved to watch Japanese cartoon series or called as 'anime'. So this name can attract more people and it can be a topic for people in Malaysia nowadays. Furthermore, 'sugoi' is a word that often pronounced in 'anime', so this word is familiar to some of Malaysian. The premises is located at Jln Todak 2, 13700 Seberang Jaya, Pulau Pinang. We are chosen this location because it is a strategic place since it is near to the capital and other region. It is also the location is more attractive because the business invited more customers to come and located in city.

The printing service that we provide is custom design shirt from our customers need. We offered a printing on a several types of clothes which is shirts, hoodie and jersey. Our main product is shirt printing. Other than that, we also provide a delivery service.

The purpose of preparing a business plan are:

- i. To attract the customer needs.

The main objective of this business is to attract more customers with needs and wants. This business is produce the shirt printing service. Japanese cartoon design is one of the well-known design worldwide. We also offered for a free custom made design depends on customer wants.

- ii. Uniqueness of printing.

This service is very exclusive because it used a DTG printing type. Direct to garment printing (or DTG) is a new type of garment decoration that first became widely available in the commercial sector in the mid-2000s. Unlike conventional labor-intensive techniques like screen printing and embroidery, DTG uses inkjet printing technology to transfer a full-color, detailed design straight from a computer to a digital printer loaded with a garment. The design is that we use is premium quality. For our business we are produce the trendy and limited edition design that make printing more unique.

iii. Affordable Price

The customer can purchase any headscarf from RM 10.00 until hundreds or thousands ringgit based on their choices. Headscarf has no limitation or borders that need to be put in fixed price but it can be higher or lower based on the quality and designs.

Future Prospects of the Business:

i. SWOT

Printing shirt can measure its business valuation by using SWOT analysis. SWOT stands for Strength, Weakness, Opportunity and Threat. SWOT analysis can be used by listing reasonable points that may or may not occur. Strength refers to the self-strength that can help printing in pursuing and achieving the main goals of the shirt printing excellently meanwhile weakness refers to the weakness of shirt itself that act as a barrier to limit its efforts to sell the headscarves products. Opportunity means a good opportunity that exists in the living environment that allows the business to seize wisely and use it to the best of its ability. Lastly is the threat which is a barrier factor to something that hinders the efforts towards achieving personal goals and the business of shirt printing service. This analysis is very simple and effective in identifying every detail so that it can be prepared with a backup plan or come up with a solution to the problem.

ii. Balance Sheet

Balance sheets is very important to provide financial reports to the creditor in terms of inventory management, services and expenses and collecting receivables regarding the shirt printing service. It need to record all budgets and revenue received from the start of the business using its capital. Each entry should be recorded in monthly and annual form so that it can refer all every detail referring to the previous record. The financial manager, Mr. Shahirul needs to make sure every detail is recorded and not a single one is missed so that Covey can obtains accurate data such as purchase of high-quality fabric materials, beads and embroidery and its durability after washing.