



اَبُو سَيِّدِي تَيْكُو لُو كِي فَابَارَا
UNIVERSITI
TEKNOLOGI
MARA



UNIVERSITY TEKNOLOGI MARA PUNCAK ALAM
FACULTY OF ART AND DESIGN
AD241

ENT530
PRINCIPLES OF ENTREPRENEURSHIP

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ACKNOWLEDGEMENT

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I have studied so many things about the business and how to manage my social media account properly for business matter. I also want to use this opportunity to express my gratitude to everyone who supported and helped me through the individual project. I am so thankful because they really helped me a lot and without their support I will never able to complete this task within the due date. Their motivational, moral support and positive advice helpful to me.

EXECUTIVE SUMMARY

This report is about pitching about the business that I have chosen which is PrettyGang. Co. PrettyGang. Co is a fashion line business that sells good quality t-shirts, crop top and baby rompers that is spreads awareness on the beauty of Black Asian community in Malaysia. The owner of the business is Husna Aiza binti Rahman a 26-year-old woman who started the business in 2017.

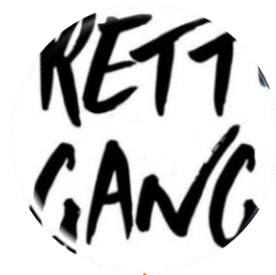
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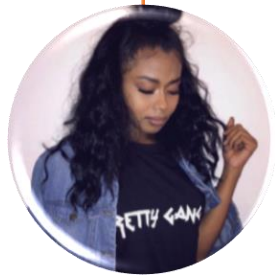
INTRODUCTION OF BUSINESS

PrettyGang.co was made in 2017 by Husna Aiza binti Rahman. This business is a sole proprietorship. It is a clothing brand made from 100% cotton from India. PrettyGang is made to support Black-Asian (Blasian) people in Malaysia. Due to the mass bully during her younger days up till this day she came up with this clothing brand to stand up for people with her skin colour and race. The T-shirt is having 5 different colours such as Black, White, Pink, Orange, Blue and Grey. In 2019 PrettyGang added Crop Top to their collection and 2020 they launched a mother and baby clothing set which include a t-shirt and a romper.

ORGANIZATION CHART



PRETTYGANG.CO
COMPANY NAME



Husna Aiza binti Rahman
FOUNDER

MISSION AND VISION

Mission: Wear comfortably to live life to the fullest.

Vision : Live comfortably and beautifully with your own skin.