



D'DAUN

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN FORMAT

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EXECUTIVE SUMMARY

A business plan can be defined as a detailed document that describes the business concepts and strategies to achieve the business objectives. The purpose of our business plan is to produce a sustainable product, promote the product locally and fulfil the demand for this certain type of clothing. In this business plan, we state the details of our company, business competition, and who are our customers to make it easier for readers to read the entire business plan.

Our company, D'DAUN provides a variety of products and services through our brand which follows the development of fashion trends and market changes. We encourage innovation and creativity in producing fresh new ideas for our designs that also give a positive impact to society. D'DAUN is located in SACC mall, Shah Alam, Selangor. Our main product is upcycled clothes but we also provide custom design service to customer within their budget. In this case, customers can choose and design their own ideas according to their own tastes and preferences. Even though there are many competitors, there still a lot of demand from customer for more affordable custom clothing.

The target audience for D'DAUN is The Youths group which currently make up 45% of the population in Malaysia. The Youth are categorised as people aged 15 to 39 years old that are either in school, university or in the working sector. This group is one of the largest groups in Malaysia and has the potential to become a small business buyer.

D'DAUN's objective is to be able to market sustainable clothing worldwide while simultaneously spreading awareness to the community emphasizing on not throwing away old clothes by transforming it into newer, more in-trend, eco-friendly clothing. With the younger generation being more interested in advocatong for a cleaner and more sustainability in the fashion industry, we feel that our company is uniquely positioned to profit from the consumers change in opinion. We also feel that our company can continue to leverage the expertise we have gained to continuously profit and maintain customer satisfaction.

1.0 **BUSINESS DESCRIPTIONS**

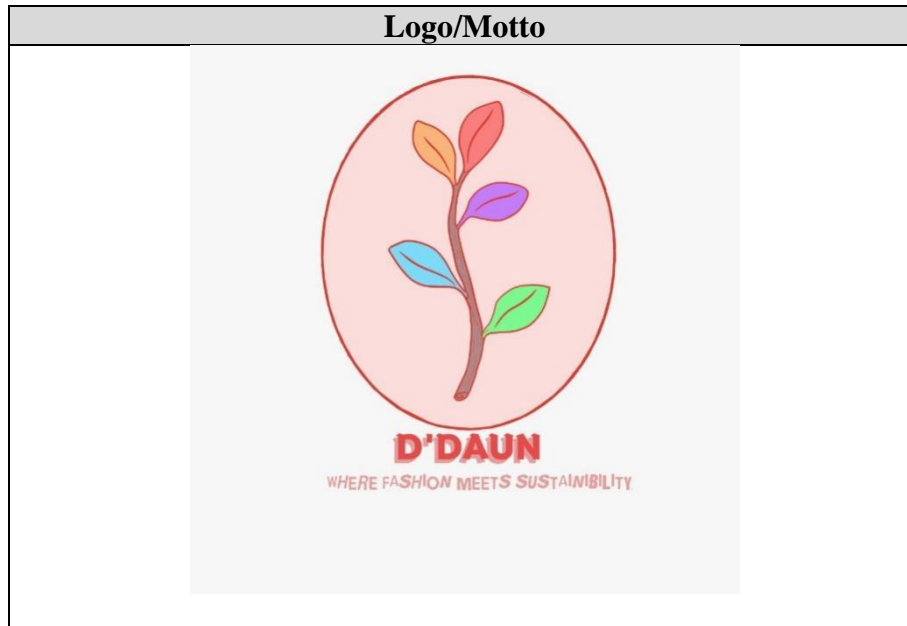
- a) Name of the organization
D'DAUN
- b) Factors in selecting the proposed business
 - High demand for certain type of clothing
 - To produce a sustainable product
 - Promote local product

1.1 **Organization Background**

- a) Name of the Organization
D'DAUN
- b) Business Address:
lot 3f 16, 17, 18 3rd floor SACC mall, Persiaran Perbandaran, Seksyen 14, 40000 Shah Alam, Selangor
- c) Website/e-mail address-
<https://www.d.daun.com>
- d) Telephone Number-
0339455169
- e) Form of Business (eg: sole proprietorship)-
Partnership
- f) Main Activities-
Selling upcycled clothes
- g) Date of Commencement-
10 Jun 2021
- h) Date of Registration-
11 May 2021
- i) Name of Bank-
CIMB Bank Sdn. Bhd.
- j) Bank Account Number-
765014413

1.2 Organization Logo/ Motto

Logo description, Organization Mission and Vision



Vision
To be able to market sustainable clothing worldwide.

Mission
We provide a difference through our brand and stay ahead of fashion trends and market changes. We encourage innovation and creativity through our designs. We give a positive impact towards society through a sustainable label.