



UNIVERSITI TEKNOLOGI MARA PERAK

**CERAMIC DEPARTMENT
FACULTY OF ART & DESIGN**

**ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP
(BUSINESS PLAN)**

C BOYS INCOPERATED

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EXECUTIVE SUMMARY

We name our business as C Boys Incorporated. C Boys Incorporated is a business where we have Hipster-style venues that offers T-Shirts products for customer, providing the variety kind of design based on students life. A great example of a business like this that has been successful is SUPREME. In addition, C Boys Incorporated also provide a promotion for the regular customer. Our target market will be students from collage and high school who want consume product with affordable price of product. Moreover, because our location is close to schools, residential areas and universities, those customers will mostly be students from the school and university and the residents of the area. The profitability of this business mostly from the sales of the T-Shirts product. The management of C Boys Incorporated consist one type of lead workers. For this type, they has extensive experience in Graphic designing. They will focus on survivability of this business.

1.0 BUSINESS DESCRIPTION

1.1 COMPANY BACKGROUND

Name of organization	C Boys Incorporated
Business address	20, Jalan Bunga Tanjung 2/16, Seksyen 2, 40000 Shah Alam, Selangor
Website/E-mail	www.cboysinc.com / cboysinc@gmail.com
Telephone Number	03-2019 1014
Form of business	Partnership
Main activities	Selling clothes
Date of commencement	19 th August 2021
Date of registration	30 th July 2021
Name of bank	CIMB Bank
Bank account number	0826244765

1.2 ORGANIZATION LOGO/MOTTO



Expect the unexpected

Vision	To become the Asia's most popular hipster brand in terms of clothing
Mission	We passionately committed to help students to fulfill their satisfaction and being eco-friendly due to our shirt material made out of recycle material.

2.0 OWNER DESCRIPTION



Name of owner/Partners	MUBARAK BIN JAMIL
Identify Card Numbers	010819-10-1299
Permanent Address	35,Jalan Gunung Nuang Seksyen U11/36A,Bukit Bandaraya 40170 Shah Alam,Selangor
E-Mail	artbaraq@gmail.com
Telephone Number / Fax Number	011-23580085
Date of Birth	19/08/2001
Marital Status	Single
Academic Qualification	Diploma
Course Attended	Ceramic
Skills	Graphic Design
Experiences	Produce
Present Occupation	Business Online
Previous Business Experience	-