



اَبُو سَيِّدِي تَيْكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITI TEKNOLOGI MARA  
KAMPUS SERI ISKANDAR,  
CAWANGAN PERAK

**FACULTY OF ART AND DESIGN**

**FUNDAMENTAL OF ENTREPRENEURSHIP  
(ENT300)**

**BUSINESS: CLAYCESSORIES**

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## **EXECUTIVE SUMMARY**

In this era of online business, especially in pandemic Covid-19, Claycessories is known as a new business that has been around. Claycessories is a partnership business with 6 members holding its own position such as General Manager, Administrative Manager, Marketing Manager, Head Designer, Operation Manager and Finance Manager. The capital to build Claycessories is RM28333.

In brief, Claycessories is a business that sells women accessories and provides accessories that can enhance women's personality in terms of beauty and confidence, while saving the planet and spreading awareness because we use clay instead of using materials that can be harmful to the environment. We also provide a service to help enhance women's beauty by reflecting it in their personality so they can build up their confidence and self-esteem. This business offers many types of accessories that are ready made and custom made such as necklace, earrings, bracelet and rings. Besides that, we are designing, creating and selling new unique accessories. All of Claycessories's products are sold at an affordable price since we are targeting teenagers and all women out there as the main customers.

The Claycessories is named because we inspire from our own academic course, ceramic as our product. We used the creative concept from clay itself and it is suitable for every woman and teenagers out there, who become our target customers. This is because from our research, we found that most women and teenagers really like to style accessories to boost their beauty in order to increase their self-confidence so that they will feel better. Hence, we are selling our product on shopee because we know that this online tool is very famous among women and teenagers. Besides that, we believe that with the production of our product, we will make many women and teenagers out there feel happy and always comfortable to use our product. The reason we are choosing accessories is to satisfy our customer's desires. The accessories are the product of the modern age. It is necessary for teenagers and every woman. It also has become a habit and obligation in their daily life. The demand for accessories is also high from teenagers and women out there. So, when we see this kind of high demand, we believe that accessories production can be successful if we achieve a systematic way to expand our business. We expect our business, Claycessories to be grown in the near future as we use online tools as our promotion and the price itself is reasonable as well as the quality of our product.

## **1.0 BUSINESS DESCRIPTIONS**

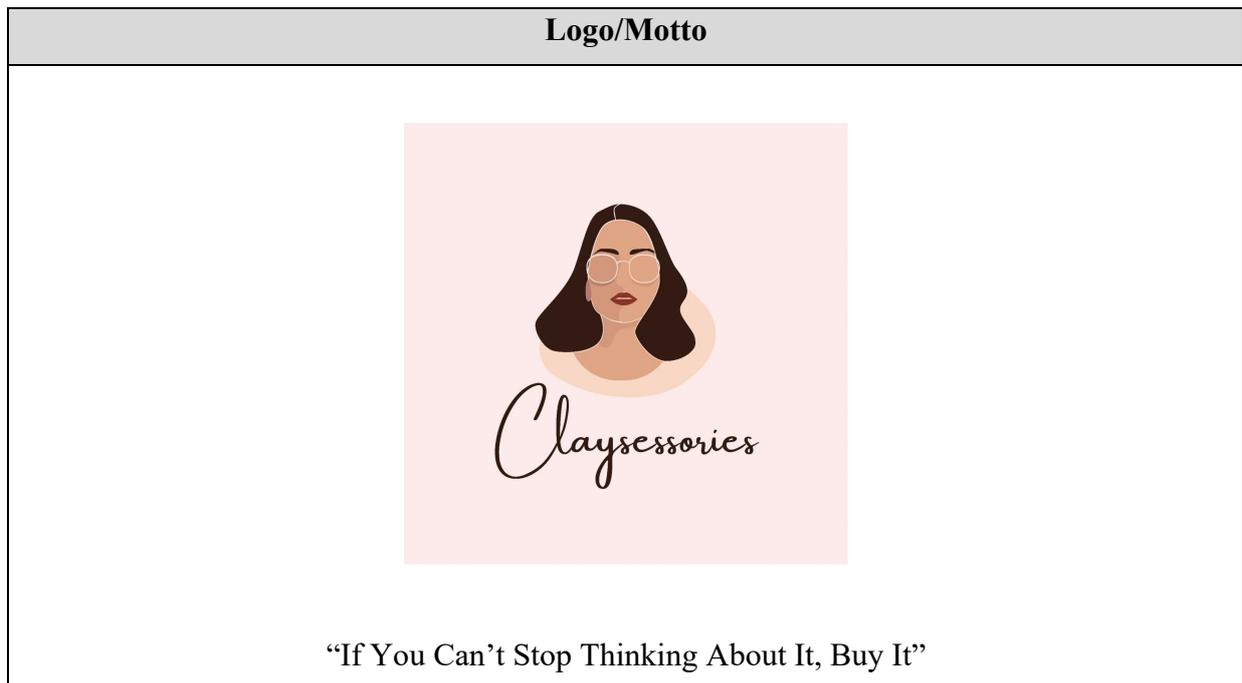
- a) Name of the company – Claycessories
- b) Factors in selecting the proposed business:-

We have decided to select the proposed business because we have experience and proper education in using, creating, and producing clay designs. We also have much interest and love in women accessories

### **1.1 Company Background**

- a) Name of the Organization: Claycessories
- b) Business Address: 19, Jalan PP6, Bandar Universiti, 31750 Seri Iskandar, Perak.
- c) e-mail address: Claycessories21@gmail.com
- d) Telephone Number: 0189071327
- e) Form of Business: Partnership
- f) Main Activities: Designing, Creating and Selling new and unique accessories
- g) Date of Commencement: 1<sup>st</sup> June 2021
- h) Date of Registration: 30<sup>th</sup> April 2021
- i) Name of Bank: Maybank (Malayan Banking Berhad)
- j) Bank Account Number: 1507899695

## 1.2 Organization Logo/ Motto



Mission
Claysesteries provide accessories that can enhance women’s personality in terms of beauty and confidence, while saving the planet and spreading awareness because we use clay instead of using materials that can be harmful to the environment.

Vision
To help enhance women’s beauty by reflecting it in their personality so they can build up their confidence and self-esteem.