



اَوْنَبُورِ سَيِّتِي بَاتِي كُونُ لَوُ كِي مَبَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

SELF-RESPECT WEAR

SALES AND BOOKING CLOTHE FOR WOMAN, MEN AND CHILD

PREPARED BY

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EXECUTIVE SUMMARY

In this report we are focusing on our business's matter such as the opportunity, the pros and cons and how we should apply a strategic plan in our order for our business to be continuously consumed by customer.

On our business we are focusing on the product and services for all customers. Such product and services that our business provide is quality product and make online sales that give high satisfaction of the customer.

Besides, our business also have provide a sufficient which is lack of worker, no resizing such as taking orders for their customer make clothes attenuation and no delivery such as charge of delivery. The price range of our product and services as we have the ability to minimize expenses so that our customer do not feel too expensive and try to increase our profit.

This idea comes up because our customer's behaviors and preferences, they inspired us to make an improvement to our business. However, we are also providing a higher quality product and services to fulfill their needs and wants.

Lastly, in this report we include strength, weakness, opportunities and threats that we identify in our business. These particular, weakness, opportunities and threats are essential for our business as it can guides and motivate us to become more high advance, creative and productive in we are solving our problems, the ways we manage our problems in opportunities and how we react towards the internal and external factors.

1.0 Concept and Vision of Business Idea

We have decided to open a new business that namely "Self Respect Wear". Our business are located at Kota Samarahan, Sarawak. These business is focused on every customer regardless of women, men, students and children. This is because our business are selling various type of clothing. Our main objective on this business is maintaining strong relationships with clients. It is because that is the key to our business survival. So, we will keep clients up to date with new styles and even offer perks for their support. This is means we will keeping up with social networking sites, making it easy for customer to keep in touch with our fashion style and get updates on work that is being done. Therefore, the reason we come out with this type of business is because we know all people nowadays are love with style and also meets user's taste.

Our objective can be divided by 3:

- To make the product known
- To increase the customer loyalty
- To customize product offers to them according to various market segments and consider their needs during product changes and updates.

Vision:

- To operate with perfection every aspect
- To cherish beauty and style within the fashion industry.
- We aim at maintaining our brand name and reputation

2.0 IDENTIFYING BUSINESS OPPORTUNITY

Political and Regulation

Political environment officially known as the operations that taken by the government which the business or company will get the effect on their everyday business activity. In Malaysia, when to work or deal with government or become the student in the university, there will be the standard dressing which is known as the dress code of ethic. In the way to fulfil the customer standard dressing, we had used to sell the formal or proper attire for students and workers which it is also include with updated latest design especially on the *batik* pattern for male and female.

Social

Social environment is the surroundings established by the human as contradict with the natural surroundings and include the whole society especially on kin to the individual. Nowadays, the youth no matter male or female they love the fashion especially the latest fashion and trend. So, as to fulfil the demand not only for the youth but also the whole people, our company provide the shirt printing and also the resizing to the customer. This is to fulfil the demand of the customer for the youth at this time love the design, pattern or words on cloth so then they can have their own design on their shirt, also with the resizing service to make the customer can have the suitable size for themselves.

Economy

Economic environment is everything that is related with the economics circumstances which it giving effect on the consumer and commercial behaviour. In the economic environment, it includes all the aspect in the actual marketplace as well as the large economy. In our company, we will provide the best price for the customer if the country economy is stable. But, if the inflation occur, the increase in price of the cloth will also increase for the inflation mostly affect the fabric used to produce the cloth so then it will increase the price and when the rate of inflation lower, the price of the cloth will also be lower or back to stable depend on the flows of the economy of the country.

Technology

Technology environment is the advancement in the business that will give the impact on the production and making changes or improvement on the business performance. In performing our business to improve, we used the shirt printer to print