



**DEPARTMENT OF BUILT ENVIRONMENT STUDIES AND TECHNOLOGY
CENTRE OF STUDIES FOR ESTATE MANAGEMENT (AP115)**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**



**LA NUIT
SLEEPWEAR PRODUCT**

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EXECUTIVE SUMMARY

La Nuit is a business that is the result of a partnership of four of us, namely Nur Asila Farzana, Nur Qystyna, Ramdza Nurizzati and Ainun Syafiyah. The concept for this business is modern classic. We offer sleepwear products. The idea of sleepwear is inspired by the Baju Kurung Kedah which we rarely see people wear. This shirt is usually worn only by grandmothers in the village, so to maintain the tradition of wearing it, we have agreed to make a sleepwear with the same concept as Baju Kurung Kedah, but we use batik patterned fabric and we provide it once with the pants. This is because usually this Baju Kurung Kedah is worn together with a batik sarong, so for variations we provide once with batik patterned pants similar to the shirt pattern. The advantage of our shirt compared to other brands is that we use high quality fabric that is Poplin Cotton. Apart from that, we also provide sleepwear in various sizes, ranging from XS to 3XL and also various interesting sets such as family sets and couple sets. Our target market is women in the estimated age of 18 to 45 years as well as men. In addition, we also target families because we produce sleepwear sets for families so one family can wear the same sleepwear.

Since we want to know the ability of our business to generate profit, we have obtained some financial features like sales, profits, cash flows and return on investment. After making some calculations, our company sales forecast in January until December is assumed to be RM 718,100 in total. Not just that, our cash flow statement from year 1 to year 5 also shows a cash surplus for each year which means our company's profit will gain gradually. Therefore, we guarantee that the founder or investor will not regret investing in our company as the high profit that we obtained will lead to a high return on investment. Thus, those financial features are proof that our company and product will benefit the funder and investor.

For starting the sleepwear's business, the amount of capital needed to run our business is RM106,000.00 where the contribution, we use 60% from our own contribution and 40% from loan. It will be used for buying raw material, machine and equipment, monthly rent, insurance and more. By that, it will help us to operate smoothly and provide the best for our customers.

We plan to conduct this business at Publika Shopping Gallery, Solaris Dutamas, No.1, Jalan Dutamas 1, 50480 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur and will operate there daily from 9.00 am to 10.00 pm. The store will also be closed on festive days as well as public holidays. This business has also been registered with Syarikat Suruhanjaya Malaysia (SSM) to prevent outsiders from plagiarizing our products. We hope that this business can run smoothly in line with what we have planned.

1.0 BUSINESS DESCRIPTIONS

1.1 Name of the company: La Nuit.

La Nuit is a word we take from the French language which means “the night”. Why did we choose to put the company name as La Nuit because it became a symbol for the night in accordance with the product we sell which is sleepwear.

1.2 Factors in selecting the proposed business

We chose to sell pyjamas because we were inspired by the Baju Kurung Kedah that grandmothers in the village usually wear. To maintain the tradition, we plan to sell pyjamas with the same design as Baju Kurung Kedah but with a batik pattern and included with the pants. Usually the Baju Kurung Kedah we see is always worn with batik fabric so we make it modern by having pants with the shirt.

2.0 COMPANY BACKGROUND

Name of the Company	La Nuit
Business Address	Publika Shopping Gallery, Solaris Dutamas, No.1, Jalan Dutamas 1, 50480 Kuala Lumpur, Wilayah Prsekutuan Kuala Lumpur
Website/e-mail Address	https://nurarsilafarzana.wixsite.com/lanuit
Telephone Number	082-677541
Form of Business	Partnership
Main Activities	Selling night apparel
Date of Commencement	15 th June 2022
Date of Registration	16 th May 2022
Name of Bank	Maybank
Bank Account Number	514019866597