



اَوْنِيُوْا سِيْتِي تَتِيكُوْا لُوْجِي مَارَا
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FUNDAMENTALS OF ENTREPRENEURSHIP
(ENT300)

BUSINESS OPPORTUNITY INDIVIDUAL

Prepared by

NUR ALISSA IRWANI BT NORIRWAN

(20194444574)

DBA1184C

Prepared for

NUR HAZELEN BT MAT RUSOK

TABLE OF CONTENT

CRITERIA	PAGE
Executive Summary	3
Entrepreneur Profile	4-6
Entrepreneurial Competencies	7-9
Appendices	10

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In the name of Allah, first of all, I would like to thank to Allah S.W.T because finally I will completed for my assignment which is Business Plan. Business Plan is a part of subject "Fundamentals of Entrepreneurship". Secondly, I would like to thank to my lecturer, madam Nur Hazeleen bt Mat Rusok who teaching us for this subject and always helps my friends and I improving and give knowledge to assist I to finish my assignment as well. You are truly our star in finishing this project and you have teaching us very good. Again, thank you so much madam. Thirdly, I would like to my friends who always help my assignment to be sucessfull. This assignment supposes to I about how to build manage, plan and handle the business plan before I start my business. I also learn how to be a sucessfull entrepreneur.

1. EXECUTIVE SUMMARY

Overall, I am going to make a simple summary about my business plan. Today, there are many sector of business in Malaysia. The sector will give a good improvement to nation economy and income. Because of the many entrepreneur was sucessfull, I find myself interested in getting involved in the business sector. We can see, there are many of business in Malaysia. I choosed to make my business about clothing. The clothing industry is not dominated by Malaysian only but, also foreigners. At this point of view, we can see that the clothing is important because it is everyone's need. The specialized of industry clothing is it come with various types of design, so people will buy the various of it. My vision in my business is to make my shop qualified as the industrial standart to ensure the materials, products, processes and services are fit for purpose. Meanwhile, my mission is to make my business differences with others. The obejctives of my business is to create the close the relationship with the customers and make sure customers will repeat my products. I named my shop as Alissa Collection. I gave the name in conjunction with my name "Alissa" and collection is means from collection from the clothes that I have sale. I establish the business at Kampung Batu Mengkebang 18000 Kuala Krai, Kelantan. . I love my business because it is my hobby since I studying at primary school. I started join business since 15 years old. I make a business while studying. My teachers and friends always support me. They will buying things that I have selling. I started join business because want to gain money to ease the burden. At first, I only sold one or two blouse in a week, but now I can sell 100 hundred and so on in a week. I was inspired to do business because of my cousin. He do a business printing. He always use a characteritis to be a sucessfull entrepreneur. Today, business has become ingrained in my life. Supporting from others is a important things that seller must have. For example, support from family, friends and other peoples. Without their supporting, we can down and give up when have challenges. At the beggining, I only started doing my business because needed money, I did not think of doing it as living for the rest of my life. There are many clothes that I have sell, for example, blouse, mini dress, pants, skirt, dress and so on. Today, I have 20 dropships under my business. There always doing sale every week. I will give rewards to my dropships who can fullfill target sale that I have wants. By giving rewards, they will more struggle to do business. My business concept is stylish moden and contemporary clothing offered at reasonable prices. I offered my product for the customers who wanted to wear in their daily. I will make sure all products that I have sell is give satisfaction to them. I commitment to become the first choice to the customers that want to find out their outfit.

PROJECT DESCRIPTION (BEFORE ACTIVITY)

When we choose to involve in the clothing business, you must know, the business must give a good services and products to the beloved customers. The customers is a person who need to be neat. At the first, I choose to sell a various of clothing, for example, blouse, skirts. pants, dress and so on.. I choose to start my business when my age is 15 years old. Firstly, I think I want start as a dropship. I start my business as a dropship because to find out about marketplace. Then, I start as a dropship because I don't have much money to get a lot of stock. I choose to make a business clothing because I think it suitable and will get a high market place in people. I want material of my blouse is from mosscrepe. It is a high quality materials. I wanted my design unique and latest design. So, i must get a stock from the suppliers who have a latest and unique design. There are many suppliers that have the design that I want. The other reasons why I want to do this business because I think clothing gives a bright future for myself and the future of this business.

Next, in a business we know money is important. It is because money is a things that gives us gain and loss. Without good management, we will suffer losses in business. Before we selling our products, we must know the price that we want sell. The price must be afford to all customers. The price must in accordance with the quality of the products. The price of my products is not more than RM50. I must give a cheap price because to affordable for all classes customers. There are various price for my products, it is depending to the quality and design. Price is important for sellers because it has a direct impact on the place your brands sits in the market, as well as on your profits. The problem when you incorrectly is you will lose current customers. Then, the next problem is you are not making profit. For example price of my product is, RM25.00. The example of the product is skirts. The price must appropriate with the fabric, pattern-making, packaging and others.

After that, I want made a good promotion for my business. I will learn how the strategies to make a sucessfull promotion. Promotion is important because it is a ways people will know and interested with our products. Promotion is you publish your products to increase sales or public awareness. In business, promotion is any communication that attempts to influence people to buy products. Seller generally promote their products to identifying a target audience and finding ways to bring their products to their customers. There are many types of promotion that I wants to do. Firstly, is advertising. Advertising is the activity of producing advertisements for commercial products. There are many types of advertising. It are display advertising, video advertising, mobile advertising and native advertising. I want use a video advertising, I will post a video of my products in platforms tiktok. Tiktok is a viral platforms today. It is because a lot of people have install the