



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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TEKNOLOGI
MARA



URBAN CLOTHING

BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

U&C (URBANCLOTHING) aims to be in a leading position in the clothing industry based on the concept of favorite branding within the targeted market in inside and outside of Malaysia. The company focused on a clothing shops that produces a high quality and fashionable jackets.

Jacket has been a trending fashion over the world with bomber jacket as a part of it. This bomber jacket is also one of the most popular outerwear nowadays, especially among the teenagers. One special thing about our waterproof bomber raincoat (Fearless Eco) is that it can help protect the body from getting wet during rainy days which is not done yet by the other clothing store.

U&C (URBANCLOTHING) started in 2021 and we are aiming to establish a good financial stability for the company and increase the market share in the first few years. Furthermore, the company will explore and create more design in bomber jackets with more function in it to be more competitive from other company. Delivering and promoting our waterproof bomber raincoat to countries outside from Malaysia will also be considered. The company will also create an online account for our business such as Instagram, Facebook, Twitter, and blog for our customers to gain new updates and news about the company and our product.

Moreover, U&C (URBANCLOTHING) will design and sell a high quality and fashionable bomber raincoat to the people living in Malaysia. The company will focus on the teenagers and people in all age (from 13 years old to 60 years old) which are the company's target market to make the product become popular and is on demand by everyone. The waterproof bomber jacket will be produced using a high-quality equipment and machines.

1.0 Introduction

1.1 Company Background

U&C (URBANCLOTHING) is in the clothing industry located in Seksyen 7, Shah Alam, Selangor. Our company provides the best quality for a modern type of jacket such as the famous bomber jacket among the youth now. The material and type used for our jacket is a waterproof jacket that can also use as a raincoat.

Furthermore, we plan to be in a strong market position, and our mission is to be known as the world's favorite branding for Malaysian style. To achieve our mission, we aim to offer our products at an affordable price while still following the demand and style of our target market. Our shop consists of 5 employees that work in designing a clothes and day to day operations.

Nonetheless, the weather in Malaysia is unpredictable, and many people are lazy to bring their umbrellas or even did not prepare to bring their umbrella with them. Thus, the idea of creating a bomber jacket that can also use as a raincoat came out.

U&C (URBANCLOTHING) is a small company that is still thriving for the best in the clothing industry. We provide a waterproof jacket that can use as a raincoat for the youth but people from 13 years old to 60 years old can use our products, whether they are female or male. Our shop is always looking and searching for a new idea to improve the quality of our products.

Lastly, without a doubt, our products are made with a high-quality material that can satisfy our customers. U&C (URBANCLOTHING) will try our best to meet the customer's needs to the fullest and fulfil the customer's needs over time.