



اَوْنُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**ASSIGNMENT 2: BUSINESS PLAN**



**NAME OF COMPANY: OYASUMI SLEEPWEAR ENTERPRISE**

<b>FACULTY &amp; PROGRAMME</b>	<b>BUSINESS AND MANAGEMENT – BA242</b>
<b>SEMESTER</b>	<b>4</b>
<b>PROJECT TITLE</b>	<b>COMPANY ANALYSIS</b>
<b>NAME</b>	<b>NUR FATIN NABILA BINTI AHMAD FUAD (2020359607) NURUL RIDWANA BINTI MD RAZALLI (2020595039) NURIFFAH NAFISAH BINTI ROSLAN (2020149869) HAFIZATUL HUSNA BINTI GHAZALI (2020721287)</b>
<b>GROUP / CLASS</b>	<b>BA2424A</b>
<b>LECTURER</b>	<b>MADAM ZAINAH BINTI JALIL</b>

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## **EXECUTIVE SUMMARY**

Our business name is Oyasumi Sleepwear and our main activity is selling sleepwear. This business is founded on a partnership structure, with four (4) members holding significant positions inside the organisation, including the Chief Executive Officer (CEO), Marketing Executive, Financial Executive, and Operations Executive. Our store is located at 26, Jalan Rodat 3/KU5, Bandar Bukit Raja, 41050, Klang, Selangor. The chosen location can be considered as strategic since it is in the centre of the city, where we can benefit from nearby businesses and their foot traffic. It also will help to improve our company's quality and culture and will be easily accessible to our customers. We also able to acknowledge our competitor and their weakness such as PyjamasParty that failed to provide various types of pyjamas and the design is outdated. Other than that, Esabelpyjamas is new in the market and does not have loyal customers. Our business simply offering basic satin pyjamas, with the goal of enhancing women's everyday wear by combining sumptuous fabrics with appealing designs that would allow our customer to appear and feel effortlessly glamorous. In addition, we offer the latest design to fulfil customer needs. We will be quick to respond to issues raised by our customers so they know their concerns are being addressed completely and promptly. Going the additional mile and demonstrating a genuine interest in our customers helps to foster customer loyalty and trust, all of which contribute to a more fruitful business relationship.

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Faculty of Business and Management  
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Madam Zainah Binti Jalil  
Lecturer of Principles of Entrepreneurship (Ent 530)  
Faculty of Business and Management  
University Technology Mara  
Campus Bandaraya Melaka  
Jalan Hang Tuah, 75350  
Melaka.

16 January 2022

Dear Madam,

**SUBMISSION OF BUSINESS PROPOSAL**

Referring to the matter above, Oyasumi Sleepwear Enterprise would like to submit our business plan for your analysis, evaluation and references. Oyasumi Sleepwear Enterprise business partners and the site address are as mentioned below:

Details of the partners are as follow:

Nur Fatin Nabila Binti Ahmad Fuad	2020359607
Nurul Ridwana Binti Md Razalli	2020595039
Nuriffah Nafisah Binti Roslan	2020149869
Hafizatul Husna Binti Ghazali	2020721287

Business address:

33a, Jalan Plumbum  
P7/P, Seksyen 7,  
40000 Shah Alam, Selangor

We hope that our business plan will satisfy your requirement for our subject Principles of Entrepreneurship (Ent 530). We also hope that our business plan will give huge benefits to those who are interested in doing the same business venture. Thankyou.

Your faithfully,

*Nabila*

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(Nur Fatin Nabila Binti Ahmad Fuad)

Chief Executive Officer of Oyasumi Sleepwear