



اَوْنِبُوْزِ سِيْتِي تِي كُنُوْ لُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT



PREPARED BY

NURUL FARISHA BINTI KHAIROL AZAM	(2019224114)
SITI SYAZWINA ALYA BINTI YANG AMRI	(2019256528)
UMMU HANIQ BINTI AB FATAH	(2019225388)
WAN NOR ILYANI BINTI WAN SUHAIMI	(2019260344)

DIPLOMA IN HALAL MANAGEMENT (IC1204A2)

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BUSINESS NAME

LE STAYLA SDN. BHD.

SUPERVISED BY:

DR. ASIAH BINTI ALI

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EXECUTIVE SUMMARY

Le Stayla Sdn Bhd is the name given for our company. The first position in this organization is General Manager holding by Ms Nurul Farisha Binti Khairol Azam, along with her are Ms Siti Syazwina Alya Binti Yang Amri as the Administration Manager, Ms Ummu Haniq Binti Ab Fatah as the Marketing Manager and Ms Wan nor Ilyani Binti Wan Suhaimi as the Operational and Financial Manager. The first vision of our company is to make it easier for the students to bring their essentials wherever they go. Other than that, our vision is to provide comfort to the consumers by using the quality fabrics. Besides, we want to help the consumers to be stylish with a variety of tote bags.

The nature of our business is based on manufacturing tote bags and customized it within customers desires. Le Stayla Sdn Bhd is a company in which the nature of business entity is private limited, where a legal business entity is the simplest business structure. Our product price is around RM15 to RM25 per bag based on customers specifications. We will be producing the product that meets the customers satisfaction and desire consistently.

Le Stayla Sdn Bhd started to operate actively in the early year of 2019 which is in February. Our business is located at No. 8G & 10G, Jalan Plumbum P7/P, Seksyen 7, 40000 Shah Alam, Selangor. We believed that the selected place was very strategic because Selangor was considered to have the largest population in Malaysia. The location of our business is also suitable because it is in the city with many infrastructures in which all customers are able to visit our location with ease.

Le Stayla Sdn Bhd marketing strategy is to supply various tote bags with great, excellent and high quality. We truly prioritize our customer want and satisfaction. Our product not only can be used by students but also can be used ranging from young teenagers to adults as it is universal for everybody to wear it. Our pricing strategy is also beneficial in that we deliver a product with many features and benefits for the same price as other bags companies, some of which do not have these features. With its unique characteristic and benefit, it is considered to be reasonable and affordable.

SECTION I: INTRODUCTION

1.0 COMPANY BACKGROUND



Name of the Company	Le Stayla Sdn. Bhd
Business Address	No. 8G & 10G, Jalan Plumbum P7/P, Seksyen 7, 40000 Shah Alam, Selangor
Correspondent Address	LeStaylahq@gmail.com
Telephone Number	019 - 673 8904
Form of Business	Private Business
Main Business Activity	Produce Various Aesthetic Tote Bag
Date of Established	19 February 2019
Name of Bank	Maybank
Account Number	158001475298

