



اُنِيْوَرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

CHA-CHA THRIFTING

(VINTAGE CLOTHING)

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ACKNOWLEDGEMENT	7
EXECUTIVE SUMMARY	19
1. Introduction	21
1.1 Name of the Business	21
1.2 Nature of Business	21
1.3 Industry Profile	21
1.4 Location of the business	21
1.5 Date of business commencement.....	22
1.6 Factor in selecting the proposed business	22
1.7 Future prospects of the business	22
2. Purpose of preparing the business plan.....	24
2.1 To evaluate the project viability and growth potential.....	24
2.2 To apply for loans or financing facilities from the relevant financial institutions	24
2.3 To act as a guideline for the management of the proposed business	25
2.4 To allocate business resources effectively	25
3.0 Business Background.....	27
3.1 Vision and Mission.....	28
3.1.1 Vision	28
3.1.2 Mission	28
3.2 Organizational Chart.....	29
3.3 Logo and Motto	29
3.3.1 Logo	29
3.3.2 Motto	30
4. Background of Partnership	32
5. Location of Business	38
5.1 Physical location of the project	38
5.2 Building	41
5.3 Basic Amenities	43
6. Marketing Plan	45
6.1 Marketing Objectives	45

EXECUTIVE SUMMARY

Cha-Cha Thrifting is a vintage clothing bundle business that provides beautiful quality clothing even if it is old clothing. This is because we want customers to be satisfied with the products we provide. Our target customers are teenagers and our clothes are also unisex where men and women can wear them.

In addition, Cha-Cha Thrifting is a partnership business consisting of 5 partners namely Danial Hakim Bin Amer Ludin as General Manager, Nur Azlin Binti Azlan as Administration Manager, Danial Hakim Bin Mohd Ramzi as Marketing Manager, Nor Nasha Izzaty Binti Jumawan as Operation Manager and Adam Aiqmal Bin Mohd Firdaus Viktor as Financial Manager. Everyone has a different role in this business. Cha-Cha Thrifting's partner is a person who is skilled in the field of business and helps a lot in growing the business as well as running the business effectively and efficiently. Apart from that, the location of the store we chose is also very helpful in our business because it is located in the city of Shah Alam, Selangor.

Finally, we hope that our business meets the needs of customers who are very interested in vintage clothing. Next, we also want to provide the best service to customers.

1. Introduction

1.1 Name of the Business

Cha Cha Thrifting is the name of our store name that we have agreed to choose. Cha Cha Thrifting is named after we watch one of our favourite Korean drama which is called Hometown Cha Cha and why we chose that name for our store because in that drama all of the actor and actress wear a lot of vintage clothes like what we want to sell soon. The idea of establishing Cha Cha Thrifting started after the general manager had finished his studies. Because of his high passion and interest towards this thrift industries, he wanted to contribute something to thrift industries in Malaysia, by providing a suitable platform to create lots of consumers in Malaysia.

1.2 Nature of Business

The business is perhaps **fashion retailing, marketing and merchandising**. Cha Cha Thrifting is a store that sells vintage clothing that has value and branded design for those who love vintage clothing. Not like any other store, Cha Cha Thrifting focuses more on attract their customers where they have the opportunity to spend a time together with all the customers while chilling in their store which is, they make a small at the corner of the store.

1.3 Industry Profile

The business is founded by six partners. They are Mr. Danial Hakim BIn Amer Ludin as General Manager, Nur Azlin Binti Azlan as Administration Manager, Danial Hakim Bin Mohd Ramzi as Marketing Manager, Nor Nasha Izzaty Binti Jumawan as Operational Manager and Adam Aiqmal Bin Mohd Firdaus Victor as Financial Managers.

1.4 Location of the business

Jalan Zirkon e7/e, Shah Alam Seksyen 7 ground floor, Selangor, 40000.

Because of its amenities and business settings, the chosen location is deemed strategic for starting a business. This location is close to our product's source as well as a residential area. We want to produce the goods in a short amount of time so that our clients do not have to wait any longer because we can receive the raw materials quickly from our suppliers. We want to take our product to a global level and raise the profile of our firm so that it can compete with other significant corporations throughout the world.