



اَبُو سَيِّدِي تَيْكُوْلُو كَيْنِ مَبَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Johor  
Kampus Pasir Gudang

**ENT300 FUNDAMENTALS OF ENTREPRENEURSHIP**

**GROUP ASSIGNMENT - BUSINESS PLAN**

**BUSINESS PLAN:  
THRIFT GARAGE**

**TYPE OF BUSINESS:  
CLOTHES**

**PREPARED BY:**

<b>BIL</b>	<b>NAME</b>	<b>STUDENT ID</b>
1.	Nadiatul Fathinah Binti Amin	2019419644
2.	Nor Ezuemily Binti Erman	2019271524
3.	Nur Ain Asyiqah Binti Azizul	2019271532
4.	Maya Adrina Binti Abd Karim	2019414538

**PREPARED FOR:  
PUAN INTAN SUHADA AZMI**

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Finally, a particular thank you to our loving, supportive, and encouraging family members who prayed for the best for each of us throughout the process. We also admire our classmates for always sticking together and working hard to complete an outstanding task with all of the resources and obligations. We hope that all of the funds will be beneficial to both ourselves and our group project. We'd also like to thank all of our students for their contributions to the completion of our group project.

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## EXECUTIVE SUMMARY

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Assignment 4 is the business plan that concentrates on the management and entrepreneurial element of starting a new business. In this assignment our group planned to build a thrift store named **Thrift Garage**. Thrift Garage is a thrift shop that provides various types and designs of sweatshirts and also kitwears which customers can choose based on their preference. Our aim is to fulfill our customer needs and wants. The thrifted items that Thrift Garage sells are high quality and good conditions although the items are preloved which are second handed. Thrift Garage intends to open its first branch on UiTM Pasir Gudang, Johor in 2022 as there is a potential of having good sales as the number of students and workers who live and work there are very high.

Thrift Garage is a partnership business that consists of 4 members. Thrift Garage will provide a friendly, comfortable atmosphere where the customer can receive quality items and service at an affordable price. We also would like to attract thrift lovers among the students so that they would come over. Thrift Garage will be operated from Sunday to Thursday at 10.00a.m until 8.00p.m. As our store also provides an online platform to purchase, we hope to receive good response for our business with trending vibes.

These products are considered marketable as it will satisfy the market's target needs which are most of them are students. In the future, Thrift Garage is also planning on opening new branches of stores at places around the country. This is important as to increase more profit as well as share our best thrifted items at reasonable and discounted prices to more people.

## 1.0 INTRODUCTION

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<b>Name Of Company</b>	Thrift Garage
<b>Nature Of Business</b>	<ul style="list-style-type: none"><li>- Sells gently used clothes at discounted prices</li><li>- Offers way to reduce carbon footprints by supporting our business</li><li>- Provide online platform for buyers from all around Johor Bahru</li><li>- Prioritize customer's satisfaction</li></ul>
<b>Industry Profile</b>	We provide thrifted items which have been loved by a previous owner, but are usually in good shape with enough life left to be useful to a new owner.
<b>Location Of Business</b>	Vacant lot at Bangunan Budisiswa, UiTM Johor Pasir Gudang Campus.
<b>Date Of Commencement</b>	12 May 2022
<b>Factor In Selecting The Proposed Business</b>	Most teens nowadays prefer to have thrifted items such as sweatshirts or even shoes that are quite branded but with discounted price. It has been popular among students to have second hand clothing as that will be much affordable but with satisfying qualities. Other than that, thrifted items have become trends that are driven by social media influencers which means that the business will receive good response especially from young adults.
<b>Future Prospect Of The Business</b>	We were planning to open more branches in Johor state. If the business goes well and receives encouraging responses from the customers, we would like to open branches all around the country.