



UNIVERSITI
TEKNOLOGI
MARA

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ENT300

Business Plan

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1.0 EXECUTIVE SUMMARY



Nowadays, the business sector in Malaysia as in other developing countries offers significant potential for increasing the nation's economy and wealth. Due to this positive development, we are interested in getting active involved in the business sector. As we've seen nowadays, there are a lot of businesses in Malaysia, especially in the fashion and clothing industries. Hence, we take this opportunity to bring out our name, which is Sa'adah Enterprise. Sa'adah Enterprise is founded and managed by five partners. Our company name is inspired from the meaning of Sa'adah in the Arabic, which means "Happiness". Happiness brings us the inspiration to provide a product beyond customer's satisfaction. Sa'adah Enterprise is a business that provides Muslim's **clothing** and **accessories** through website platform (online shopping). We are offering product that are manufactured in high quality manner. Sa'adah Enterprise will be established on the early year of 2023 as to provide our best services towards people in Malaysia. Our target market of customers come from all ages that have various economical background. Therefore, we have determined to grab this great opportunity to expand our business name in Malaysia for better future.

2.0 BUSINESS DESCRIPTION

Business Background	
Name of the Business	SA'ADAH ENTERPRISE
Business Address	137, Jalan Nilai Square 3, Nilai Square, 71800, Nilai
E-mail	saadahent3@gmail.com
Website	Saadahenterprise.com.my
Telephone Number	06 – 763 8616
Fax Number	06 – 761 9316
Form of Business	Online Shopping
Main Activity	Packaging and taking orders
Date of Commencement	11 th November 2021
Date of Registration	11 th February 2022
Registration Number	201901000005 (1315525-A)
Name of Bank	Bank Islam
Bank Account Number	03018021090548

PARTNESHIP DESCRIPTION

MUHAMAD SUFENDI BIN SUHARTO	
CONTACT NUMBER	011-37752310
EMAIL	muhdsufen67@gmail.com
ROLE	Main Shareholder (20%)
SKILLS	Ability To Lead And Mentor Team. Ability Of Project Planning And Development. Excellent In Communication Skill.
EXPERIENCES	Operation Manager In Elrah Exclusive Company

