



اَوْنِوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
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**Business Plan**

**TYPE OF BUSINESS:**

**M&W FASHION**

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## **Executive Summary**

We as partnership, consists of 5 person which are the General Manager, Administration Manager, Marketing Manager, Operation Manager and Financial Manager established the partnership business named M&W Fashion, which is known as the fashion services. This store provides various types of clothing that follow the trend nowadays. It is also suitable for all ages whether male or women. Also, our store has the other product like bag and shoes for male and females designs. Other than that, we also sell a variety of shoes' accessories such as socks, shoelace, shoe spray and insole which can bring more profit. In addition, this item will also be used as a gift for the purchase of our products at a certain price. In this way we can help our sales to attract the attention of the public. This business begins by applying for a loan from a bank to support our business development.

The purpose of established the M&W Fashion is as an alternative for people who seeking the clothes, bags and even shoes in just at one place. In addition, our store is the first store to sell these items in the area where our store is based. So, many people will be focused on our store to get their clothing items. This is an advantage for this business to grow and success in the future. In that case, M&W Fashion can fulfil the demand in those areas because the mission that our store carry is to give the customers consumers an experience of having clothing items they are satisfied with.

## **1.0 Introduction**

### **1.1. Introduction of the Business**

#### **1.1.1. Name of the business**

We as a partnership of 5 members agreed to establish a business named M&W Fashion that sell variety clothing item such as t-shirts, bags, shoes, accessories, and scarf that follow the trend nowadays. The letter 'M' in our store name is stands for men while 'W' stands for woman. So, the combination those letters with the word 'Fashion' shows that we sell the variety of clothing item that following the fashion era nowadays for men and women.

#### **1.1.2. Nature of business**

M&W Fashion is focused on clothing items. T-shirts, bags, shoes, and shore accessories such as socks, shoelace, shoe spray and insole, are the types of products that we sell in this store.

#### **1.1.3. Industry profile**

Our store targets consumers who use items from our products to stay on top of trends. We also want to make our country a great clothing center like United States has the largest clothing market in the world amounting approximately 79.86 billion U.S. dollars in revenue in 2017. This mean that clothing is one of the most industries that can became the famous industry in Malaysia.

#### **1.1.4 Location of the business**

Our business premises are in IOI Mall Puchong, Bandar Puchong, Batu 9, Jalan Puchong, Bandar Puchong Jaya 47170 Puchong, Selangor. This location was chosen because IOI Mall is in the capital city that has more than 50 000 people and this mall is very famous both in the country and abroad.

#### **1.1.5 Date of Business commencement**

M&W Fashion will be register somehow in 2026. Our store will run after a month after we fully registered.