



اَوْنُوْرَسِيْتِي تِيكُوْلُوْ كِي مَارَا  
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KERIS TAILORED  
ENTERPRISE

1-21-01, JALAN MEDAN BANGI, SEKSYEN 9,  
43650 BANGI, SELANGOR

PREPARED BY:

NAME	STUDENT ID
SCHUFEE AMANI BIN SUHAIME	2019225808
MUHAMMAD ARSYAD BIN NASHROL AZAM	2019265916
MUAZ NAIM BIN MAZLAN	2019267406
AIMAN FIKHRI BIN AZMADI	2019806226
MUHAMMAD AKMAL HAZIM BIN ABDUL HALIM	2019266014

PREPARED FOR: NUR ZAIDANI WATI BINTI MOHD DARWIS

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# **CHAPTER 1**

## **BUSINESS DESCRIPTION**

### **1.1 Introduction**

Keris Tailored Enterprise provides quality tailoring services. The main objectives are to become the main tailoring services provider in Bangi and as source of reference for *Bumiputera* entrepreneurs in the same field. There has been a need for tailoring services in Bandar Baru Bangi for a long time, which prompted me to develop this business. The company plans to offer quality tailoring services at a competitive price.

Our company will be located in a housing area in Bandar Baru Bangi. Our business will serve the families families residing there, specifically working women and schoolchildren. Currently, there is little competition in the same category as Keris Tailored Enterprise in this area. We plan to take full advantage of our business location by reaching out to the current residents in the area.

Keris Tailored Enterprise will operate five days a week under experienced management, headed by our Manager, Schufee Amani Bin Suhaime. The company will have two experienced tailors to perform sewing and embroidering tasks. This document will demonstrate the need for a business such as this in Bandar Baru Bangi and its chances for success. It will serve as a road map that will set the course for further planning and for the implementation process. Anticipated financing is RM20,000.00 for the total startup cost of RM 22,550.00. This financing will help ensure a timely start to the business in order to take advantage of the new school semester.

Repayment of financing will be through cash flow of the business on a scheduled basis. Anticipated sales are RM26,000.00 for the first year, RM26,300.00 for the second year and RM32,890.00 for the third year. This is based on the history of sales of our competitors. Our pricing strategy will be based on the objectives to get reasonable profit and to ensure customers continue doing business with us in the future. Emphasis will be placed on friendly service that will not only meet but exceed customers' expectation.

## **1.2 Name of business**

KERIS TAILORED ENTERPRISE

## **1.3 Nature of business**

This company offers tailoring services to conform to customers' specifications and needs. We believe that most women nowadays need this service because the majority of them are working in an office or organization and are required to be dressed in formal attire. Besides sewing formal attire, our company also takes orders to tailor school uniforms. We hope that by providing these services, parents will have sufficient time to prepare their children's uniforms. This may also reduce the burden of working parents especially women who are busy with their work and do not have the time to sew their own attire or do not know how to make them.

## **1.4 Industry profile**

Tailoring is a business of making clothes or garments for customers according to their lifestyle demands or to fit a particular purpose. Nowadays, the tailoring business is not easily found in the urban areas as more people are inclined to buy ready-made clothes. Moreover, not many people have the knowledge and skills of making and sewing clothes. However, the demand for this service is high in urban areas because of the rise in the number of working women who require specific formal attire at the workplace. Certain formal attires need to be custom made to fit the wearer and this is where our services are truly needed. Most urban dwellers also seek tailoring services during the festive seasons such as Hari Raya to have their new clothes sewn or at the end of school holidays to have their children's school uniforms prepared for the new term. Additionally, specific request to alter or modify clothes are also an integral part of tailoring service.