



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْكَى مَارَا
UNIVERSITI
TEKNOLOGI
MARA 86

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

BMC

PREPARED BY:

MUHAMMAD AMIRUL IZHAM BIN MOHD NAWAWI (2018683132)

NIR HIDAYAH BINTI KODIR (2018641536)

NIK NUR AINI BT NIK LEH (2020959411)

SHAHKIRAH BINTI REJAB (2020973819)

WAN NUR ANIS HAZWANI BT WAN MAZLAN (2020959373)

PREPARED FOR:

DR NORZAWANI BINTI MAMAT@IBRAHIM

GROUP : HM

SUBMISSION DATE : 25 JULY 2021

Anknowledgement

Primarily, I would thanks to God for being able to complete my assignment with ease until success. Then, I would love to say my gratitude to my lecturer Dr Norzawani who gave me guidelines that is major contributor towards the completion this assignment. Moreover, I would express my thankful and grateful to both of my parents who have been besides me through thick and thin ,gave me motivation in physically and mentally and support me financially in order to complete this assignment. Lastly ,I would thank to all of members of this group who contribute together that helps in many ways that make this group assignment complete within the ~~time~~ given.

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EXECUTIVE SUMMARY

Ongoing attempts to achieve more resource-efficient production and consumption, as well as reuse, have a high potential to aid development toward systems based on circular economy thinking. To accomplish this goal, the motivations, means, and opportunities for reuse must be recognised so that best practises may be discovered and decision-making can be made more effective as a result.

Malaysia's mainstream increase in "bundle" clothes consumption matches the global trend of thrift shopping. Theories surrounding this phenomena span from the emergence of recessionistas to environmental conservation and identity building. Nowadays, we can observe a trend of bundling, or diving into clothes bundles at thrift stores, particularly bundle mega, when people purposefully buy tangible things in order to convey their fashion choices to the general public This phenomena is also explained using Bourdieu's notions of habitus and field.

This is a hypothesis that the act of thrift shopping or bundling here is not solely due to a lack of finances based on social class, as people of all income levels participate in this activity. Rather, purchasing bundle clothing is an act of building one's "street cred" or social capital, with the more unusual the find, the more "street cred" one earns. This is also a popular hobby among the hipster subculture.

Furthermore, what we see about thrift shopping or buying bundle clothes was created using a mixed-method approach, which included visits to thrift stores, watching YouTube videos of thrift bloggers, reading their blogs, and obtaining newspaper interviews and feature stories about thrift shoppers and thrift shops. We can postulate that bundle mega can be regarded as a possible business of social integration, led by the grassroots or everyday-defined method to creating identity, because this is a buying act that transcends the typical social categories of socioeconomic class.

INTRODUCTION

1.1 Business background

Bundle Mega enterprise are owned by Mr Zafran Bin Abdullah. He inspired to open this store because of his friend who also the owner of bundle shops that called as HR Vintage shop which now has more than 2 branches. It is also due to Mr Zafran deep interest in clothing and fashion since he was a little. Bundle Mega enterprise was developed while he was still a student at UiTM.

My friend was the main supplier to Bundle Mega Enterprise. Items available at Bundle Mega Enterprise are imported from US and Japan which is one selected by us through our visit there. This is due to the quality of the bundle products that we try to control and maintain. The majority of the items chosen are based on current trends and have their own value. Almost half of Bundle Mega Enterprise clients are loyal Bundle fans who are well-informed and enthusiastic about the history of the clothes and brand they choose. As a owner also has a wealth of knowledge on the history of apparel can manage with clients like which makes them permanent customers there.



Bundle Mega Enterprise further stated that in the bundle industry, we normally choose our products first and foremost depending on the most recent fashion trends. Clothing brands are ranked second, with added value being considered. The shop's interior design was created by us employing a pleasant, relaxing, and straightforward approach.

1.2 THE PURPOSE OF BMC PREPARATION

The goal of creating a Business Model Canvas is to help you go through each of the essential components or building blocks that go into creating a business model. Bundle Mega Enterprise must choose the correct partners, such as suppliers, internet platforms, banks, and others, to ensure the business's success. It also encourages us to think about our business more methodically and officially, which aids in the definition of a clear and efficient business operation by ensuring that each area is successfully addressed, resulting in a more comprehensive and well-considered business.



The business model canvas is a strategic management tool that allows us to envision and grasp a business concept or idea. This is because BMC concentrates Bundle Mega Enterprise's business on the strategic areas that will have the biggest impact on the company's success. The business model canvas assists me in comprehending a competitor's company model. It can also examine the general flow of the business as well as the competitor's strengths, weaknesses, opportunities, and threats.

The BMC shows in easier way to understand the different core elements of a business. BMC makes the company concept very obvious because it assists us in documenting our business journey so that we can simply adjust it as we go. As a result, we may notice and act on a variety of aspects that can improve customer relationships, such as identifying various factors that can improve customer relationships and focusing on the target market and consumer preferences. It also reveals clear paths on which to build our organizational innovation strategy. Gaining a deeper grasp of our business is always beneficial since it allows us to explain our objectives to our team and convince

clients to do business with us. Bundle Mega Enterprise will be able to focus more and continue to be successful in the future as a result of this.

1.3 Target Customer's Problem

Expensive product at others shop

There are many stores, particularly in malls, that sell branded clothing at a high price. This is because, a high-end store such as H&M and Crossover store sell their product in a high quality expensive with an expensive price. The other secondhand shop has the same problem, which is that the prices are extremely high. Because of their price, it will cost them more money to buy the merchandise.

Bad quality and risky product

Shopping at thrift stores should not be frightening, but even the most knowledgeable thrift shopper may unintentionally purchase low-quality, hazardous, and potentially harmful things. The majority of thrift stores do not have their products checked by the supplier. The buyer may be dissatisfied with the product's quality or suffer from skin condition.

Pollution and Less resources used and wasted

The fact is that the pair of pants you just bought required around 1,500 gallons of water to manufacture. In addition, the creation of one pair of jeans released greenhouse gases equivalent to driving 80 kilometres. T-shirts, skirts, and other apparel have similar numerals. This consumes a lot more energy and water than most people think. Finally, research suggest that synthetic materials account for 60% of all clothing produced worldwide. Nitrous oxide, a greenhouse gas 310 times more powerful than carbon dioxide, is released during the manufacture of synthetic fabrics.

1.4 Product/service may solve the problem

Affordable product

Bundle Mega Enterprise created a cost-effective product that we gave to our clients. In comparison to other secondhand stores, we have the lowest prices. A cheaper price combined with a high-quality product will attract more clients, resulting in increased demand for our goods. Furthermore, it allows people to wear not only regular but also branded items at a reasonable price. We feel that because of the high quality of our goods, we will have a frequent consumer who will repurchase it.

Save and high-quality Product


When buying vintage or second-hand clothing, there is always the danger that something will go wrong because they have been worn previously and mixed in with other outfits that have lasted the test of time. One of the sanitary thrift shops is Bundle Mega Enterprise. Before we sell all of our products, we will ensure that they have all been disinfected according to the protocol. Our merchandise is also of high quality because we thoroughly inspect each item before purchasing it from our source.

Save the environment

One of the main reasons why Bundle Mega Enterprise was developed is because we understand the huge impact that the clothing industry has on the environment. Many people here are aware of concepts such as compost and reusable straws, but no one truly understands why shopping at locations like Crossover is bad for the environment. Fast fashion refers to the rapid mass production of extremely low-cost apparel. Stores like Crossover, H&M, and just much any other large clothing retailer you can think of fall

into this category. The costs to the environment are extraordinarily substantial, despite the modest price tags. You are preventing the resources spent in all of these clothing items from going to waste by thrifting at our shop. Finally, the money you paid will not be used to support an industry that pollutes the water and air.

1.5 SWOT Analysis (Two Competitors)

Competitors are referring to the other company that involves in the same business like our company. It is good to have competition from others because we can improve our product. Therefore, we had done a survey on the few competitors so that we can avoid the problems. From the survey we can know the strength and weaknesses of the competitor. The better product we create can lead to the number of customers that we can have. To better understand the competition of Bundle Mega Enterprise is facing  against JBR Bundle and Baden Baden Bundle, the S.W.O.T analysis of both brands are as follow:

I) JBR Bundle



Logo of JBR Bundle

Strength	Weakness
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<ul style="list-style-type: none"> • Lower cost of operation • Appeal to social conscience ✓ 	<ul style="list-style-type: none"> • Lack of staff ✓ • Inventory cost ✓
<p>Opportunity</p> <ul style="list-style-type: none"> • Online expansion due to growth of e-commerce • Huge potential to grow its business ✓ 	<p>Threats</p> <ul style="list-style-type: none"> • Competitors • Changes n consumer taste

Table 1: SWOT analysis for JBR Bundle

One of the strengths of JBR Bundle is lower cost operation. Their operating costs are lower than other thrift shop and other types of retail establishments and which can positively impact profitability. Customers expect a “no-frills” shopping experience so there is no need for them to secure a fancy building in a high-rent shopping mall or provide lots of additional services. Lower operating costs can enable them to reinvest more of their profits in the business or spend more money on marketing the business if they choose. Next, appeal to social conscience JBR Bundle thrift shop sell recycled or used goods, enabling owners to tap into the growing trend of social acceptable to purchase used items than in the previous five to 10 years. Customers may also be attracted by the sense of satisfaction that comes from getting the goods that meet their needs without overspending. ✓

However, JBR Bundle weakness are they lack amount of staff. There might be one or maybe no one that can assist the customer. Inventory cost also one of the weakness for this store. They need to pay more to their supplier. Thus, they need to sell their goods with a high price. ✓

For opportunity, JBR Bundle have a huge potential to grow their business. It's because they sell a good quality product and people already know about their business. JBR Bundle also can take opportunity to grow their business by using online platform. They can grow business by online expansion due to the growth of ecommerce.

Although the company is success, some factors pose threats within the industries. JBR Bundle threats are fierce competition in this type of business. For example, Baden Baden Bundle and Bondoru Bundle. Change in consumer taste is also one of the threats. It is because fashion always change by season.

I. Baden Baden Bundle



Logo Baden Baden Bundle Shop

<p>Strength</p> <ul style="list-style-type: none"> • Lower cost pf goods sold ✓ • Unique item ✓ 	<p>Weakness</p> <ul style="list-style-type: none"> • Inventory cost ✓ • Rental expenses ✓
<p>Opportunity</p> <ul style="list-style-type: none"> • Inventory cost • Rental expenses • Huge potential to grow the business • Increasing in number of online buyers 	<p>Threats</p> <ul style="list-style-type: none"> • Competitors • Sales are severely affected by the performance of the ✓ economy

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Table 2: SWOT analysis for Baden Baden Bundle

The strength that have in Baden Baden Bundle business is their lowest cost of product. They can often sell their product at lower prices than major retailer. Their stores also receive donated goods, so they have the ability to offer even greater price reductions. They also sell unique ite, such as vintage item that rarely can be found at another place. It makes this shop different from others.

However for the weakness, they face the same problem as JBR Bundle, which is high of inventory cost. The inventory cost is high because they import their product from Japan. They also need to pay more for their rental expenses. It is because of the huge size of their shop.

Then for the opportunity, because of Baden Baden Bundle is a well-known shop, they can expand their business by open another branch at another place. They also can use digital platform like Facebook and Instagram to increasing their buyer.

For the threats that Baden Baden Bundle need to face is competition from others thrift shop. For example, Bandoru Bundle that also a well-known shop that also offer a good quality product. They also need to prepare of decreasing of their sales that affected because of the performance of the economy.

BUSINESS PROPOSAL

2.1 Business Modal Canvas (BMC)

<p>Key partners:</p> <ul style="list-style-type: none"> Suppliers from Japan (Tokyo and Osaka) Thailand (Bangkok) and Malaysia (Mawar Enterprise). Buyer – wholesalers from all around Malaysia and few from Indonesia 	<p>Key activity:</p> <ul style="list-style-type: none"> Retailer Supplying <p>Key resources:</p> <ul style="list-style-type: none"> Suppliers from Japan (Tokyo and Osaka) and Thailand (Bangkok). Suppliers from Malaysia (Mawar Enterprise) 	<p>Value proposition:</p> <ul style="list-style-type: none"> Stores comfortable and relax interior design. Employees general knowledge about each item sold in stores Quality item that selectively picked by owner himself. 	<p>Customer relationship:</p> <ul style="list-style-type: none"> Self service Assistant services Social <p>Channel:</p> <ul style="list-style-type: none"> B2C – common method in retailing . B2B – become suppliers to other wholesaler. Social media 	<p>Customer segments:</p> <ul style="list-style-type: none"> Youngers especially university student. Local bundle fans
<p>Cost structure:</p> <ul style="list-style-type: none"> Rentals and store utility bills. Wages of employees Importing cost 			<p>Revenue systems:</p> <ul style="list-style-type: none"> Retailing (in-stone sales and role as suppliers) 	

2.2 Explanation of BMC

Value proposition

Every brand or company must have a unique strategy in promoting their business to make it stand out and different than other competitors in market. In the same area, there are ~~few~~ other bundle stores too such as PIE Bundle. But what makes Bundle Mega different than others are we using our physical store as our value proposition. Our stores interior design that is comfortable, relax and warm light give a good mood for our customers to shop and comfortable for us to make a decision with our supplier. There is small area where customers can sit and have snacks while waiting their partner shop at our stores. We also provide an air conditioning in our shop.

After that, Bundle Mega have a great employees. It is because our employees are well-trained people. For example ,our employees must have general knowledge about each item sold, such as clothing origin, history of the brand and basic latest fashion ~~sense~~ makes them look reliable. Customer would feel another level of satisfaction when they are shopping with us, not only to by items that they want but also can explore some knowledge about it , which give them more sentimental value.

Next, each item sold are picked selectively, one by one by us or our supplier. Although we buy it in bulk which usually in big sack, but each item in the sack are selected individually, to maintain the quality of the product and to ensure that each product is marketable and also to minimize the defects while receiving. This is also another ~~why~~ some wholesalers in Malaysia choose Bundle Mega as their suppliers because the quality is recognised.

Customer segmentation

Bundle Mega product are suitable for all as it available for both gender and comes in various of size including kid size. But mainly, for the segmentation purpose, Bundle Mega targeted youngster who are from nearby schools, college and university besides true bundle fans. This is because most of customer from this scope is more fashion aware either they need it for their daily wear or any function they attend that need costume. As for true bundle fans, they are likely love to hunt for any bundle item no matter where the store located. With the physical store open , customer can comes by themselves to check the items before buying it as it will give more satisfaction

Channel

Other than online marketing, Bundle Mega mainly will also focus on walk in retailing where customers may come to our physical stores that open daily from 10am-11pm. It applies business to customer BC2 marketing tools . Not much of online business involved as they prefer walk in. But social media interaction like Instagram, Facebook and WhatsApp do involved when it comes to the communication with customer and wholesalers internally or externally, usually Indonesia whis has indirectly applying business to business B2B marketing tools. For internal wholesalers, usually as same as walk k customer, they may come by themselves to physical store to pick items to buy in bulk. But for external wholesalers, Bundle Mega will post out items in bulk usually in sack, after been selectively picked , one by one by them.

Customer relationship

Bundle Mega gives the customer freedom in self service. Customer may wander in stores and try out any clothes that they desire as they want at the changing room. But when they have problems, employees will give assistance such as basic knowledge about the history about the fashion or brand of each clothing available or as simple as finding the right size of clothing they fit them. Bundle Mega also communicate with the consumer and wholesalers through online platform which is Facebook and Instagram.

Key activity

The activity of Bundle Mega is mainly retailing which now most of the time is still using both traditional way and modern way. Example for traditional way such as walk in store, face to face business transaction. Next then followed by supplying stocks but it also depends on demand.

Key resources

All products sold are imported from Japan and Thailand. But it is either imported and selected by us through our visit there, or it is from Mawar Enterprise which is located in Malaysia who taking all the stock from the same are of Japan and Thailand.

Key partners

Bundle Mega suppliers are our crucial partner and truly the backbone for our business. Without them, we will be at loss on what to sold. Suppliers are come from internally which my friend business , Mawar Enterprise and externally Thailand and Japan. Besides, wholesalers that mostly from Malaysia and Indonesia who takes stocks in bulk from Bundle Mega are also out partners in business as us ensure products reach widely to end consumers.

Revenue systems

Bundle Mega revenue are generated through our daily retailing business activities in online platform and our store. We target approximately 200 customer come for a visit to our stores daily and 100 customer purchase our products on online platform. Revenue also are generated through becoming the suppliers to the wholesalers too. ✓

Cost structure

In our whole business nature, some important cost that taken portion of the money are rentals and utilities bills, wages of employees and our operations cost that involves the import and export process. Operations cost in getting the stock in hand or try to post out to outside wholesalers is the biggest cost and most of the time unavoidable as it is compulsory to pay custom duties and taxes of goods. It cost 10% of duties and taxes on the whole value of goods. ✓

CONCLUSION

Bundle Mega confident that the company can achieve its sales forecasts. The management team has carefully considered its customer market, market strategy is important to expand the product and other aspects that are important to the company. Bundle Mega is very optimistic to expand the business to enter larger size market based on its current financial.

Bundle Mega have the potential in the international market because of the company's high quality of product and its specialties. With the chosen high quality material and branding bundle clothing that have been sell at the Bundle Mega, the product have its own special feature and can attract the customers to come at Bundle Mega. Bundle Mega has the potential to provide lucrative returns to potential investors. This company has competed with other competitors of the clothings product industries.

The company, Bundle Mega have its own strength and weakness. The company should use the strength of the company wisely to compete with the competitors and to maintain its position in the industry. The company also should analyse its weakness to overcome it for the future of the company. This is because the business environment in business always changing every time and the company should be prepare for consequence in the business. The company should know how to adapt with the trend current business environment.

The capital should be used wisely for the future of the company itself. This capital will be used for start-up costs, to establish a reputable storefront, and to further develop the business, business infrastructure, and other costs. The things that may cost the company such as wasting the capital for the things that did not benefits the company is forbidden.

APPENDICES

