



FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

R.E.S three

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1.9 INTRODUCTION TO BUSINESS PLAN

The business plan of RES3 is proposed so that it can be taken by comprehensive manner. This business plan can give us the opportunity to have our own business in the future. This business is form of selling Hijab which consist five (5) shareholders. All shareholders had agreed about the capital, contributions, loss and profit of the business. We choose this business because of it shows every Muslim girl can wear their Hijab base in their wants. Besides that, no one will decimate as the profits and losses will be divided equally among the shareholders. The financial manager will announce whether the business will gain how much profits or losses at the end of the year. The partnership is the best way for us to involve in because of the shareholders will always sharing their ideas or even knowledge in order to get profits. In the other hand, we also can achieve high productive from time to time.

1.10 NAME OF THE COMPANY

The name of our company is RES3. It refers to our name of our shareholders. The capital R refers to the name of our Chief Executive Officer and Executive of Administration Department, ROHANI BINTI MOHD DOL. The capital E refer to our operation manager EZRYN VYVY ANAK THOMAS TARANG and lastly S3 refers to our second operation manager SYAFINA BINTI AHMAD, our marketing manager SOFI SHOFHIA BINTI ZAIDI, and our financial manager SITI HAJAR BINTI KAMURI. We choose the name our shareholders as the name of our company because easy to the customer remember our brand name. It also shows the identity of our company that selling Hijab. We also agree to choose this RES3 brand because it looks so simple.

1.11 COMPANY LOGO



Our logo means that green is the color of neutral and freshness. Green is also traditionally associated with money and ambition. Then, this leaves pattern symbolizes the beauty of a woman's. R.E.S three refers to our partnership name which is R refers to ROHANI, E refers to EZRYN and S refers to SYAFINA, SITI and SOFI.