



اَوْبُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا
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MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

BUSINESS PLAN ASSIGNMENT

TAILORING SERVICES: THE KINGSMAN

WEEK 8 - WEEK 14

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2.0 Executive Summary

"The Kingsman" is ready to transform the tailoring and rental environment in Bandar Seri Alam by offering unsurpassed quality, precision workmanship, and great customer service. Our goals are to exceed customers' expectations, ensure high levels of satisfaction, and develop a reputation for providing top-tier tailoring services.

Our principal objective is to acquire a cutting-edge establishment that demonstrates high-quality tailoring craftsmanship. To raise the caliber of our tailoring services, we will choose a range of premium materials emphasizing precision and meticulous attention to detail. "The Kingsman" is committed to offering personalized and customized solutions that suit each customer's own style and preferences.

To remain at the forefront of the business, we guarantee to keep up with the newest fashion trends and include unique design features in our offers. This focus guarantees that our tailoring services stay current and appealing to our selective consumer base.

"The Kingsman" hopes to attract 40% of the Bandar Seri Alam population as its target market. With a project cost of RM 212,344.81, our strategic approach prepares us for a large market share. We estimate a return of RM 12,041,299, demonstrating the profitable potential of our tailored services in this lively city.

In our quest for success, we focus on developing a strong brand identity that connects with our target audience. This entails not just meeting but exceeding customer expectations, establishing "The Kingsman" as a dependable and trustworthy provider of tailor-made and rental services.

"The Kingsman" is more than simply a tailoring service; it represents quality, accuracy, and flair. As we begin on this initiative, we are convinced that our commitment to quality will position us as the top choice for Bandar Seri Alam inhabitants, leaving a legacy of timeless workmanship and exceptional service.

3.0 Introduction of the Business

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| Name of the business | The Kingsman |
| Nature of business | Tailoring Service |
| Industry profile | With a focus on creating custom-made clothing to fit specific body types and measurements, the tailoring services sector plays a crucial role in the larger fashion and apparel business. A variety of services are included in tailoring, from classic custom clothing to repairs and modifications. This sector is essential in offering customers unique and custom apparel options that suit a wide range of tastes and fashion preferences. |
| Business location | Seri Alam |
| Date of commencement | 3rd January 2023 |
| Factors in selecting the proposed business | <ol style="list-style-type: none"> 1. We discovered a unique opportunity to offer tailoring services after executing a complete market analysis, as there seems to be no company in our locality offering similar niche services. 2. The regularity of formal and casual events in our target market promotes the need for outfits tailored to the unique specifications creating a strategic opportunity for a profitable business venture in the tailoring sector. 3. Acknowledging the value of our tailoring proficiency, we want to strategically widen the scope of business services. Apart from designing custom clothing, we now provide a broad spectrum of services including outfit rentals, suit cleaning, and the supply of necessary sewing tools. |
| Prospects of the business | <ol style="list-style-type: none"> 1. Collaboration with other companies or designers can increase customer recognition of our brand. Establishing collaborative relationships in the fashion sector could lead to new business ventures and clientele. 2. The need for custom tailoring services may continue to be driven by clients' increased taste for unique and customized clothes. Customers looking for unique clothing options may help a tailoring firm remain successful. |