



اَوْنِبُوْا سِيَّتِيْ بِتَيْكُنُوْا لِيْ مِمَّا رَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT300

REPORT FOR THE BUSINESS PLAN

BUSINESS NAME: DRESSMAKER (AMARYLLIS
COUTURE)

NAME:	NUR ANIS UMAIRAH BINTI AHMAD SHUKOR
MATRIC NO:	2017174177
GROUP:	KBA1115A
LECTURER NAME:	SIR MOHD NAJMIE BIN OSMAN

DATE OF SUBMISSION: 15th JUNE 2020

TABLE OF CONTENT

NO	CONTENT	PAGE
1.	EXECUTIVE SUMMARY	3
2.	INTRODUCTION:	
	1.1 ORGANIZATION BACKGROUND	4
3.	1.2 ORGANIZATION LOGO/ MOTO	5
4.	1.3 OWNER BACKGROUND	6
5.	2.0 PRODUCT / SERVICE DESCRIPTION	7
6.	3.0 MARKETING PLAN	8
	3.1 CUSTOMERS (TARGET MARKET)	8
	3.2 LIST OF COMPETITORS	9
	3.3 PRICING STRATEGIES	9-10
	3.4 PLACE	10
	3.5 PROMOTION	11
7.	4.0 OPERATIONAL PLAN	12
	4.1 MATERIAL REQUIREMENT	12
	4.2 MACHINE AND EQUIPMENT	12-13
	4.3 OTHERS EQUIPMENTS REQUIREMENT	13
8.	5.0 FINANCIAL PLAN	14
	5.1 ORGANIZATIONAL/ ADMINISTRATIVE BUDGET	14
	5.2 MARKETING BUDGET	14
	5.3 OPERATION BUDGET	15
9.	6.0 APPENDICES	15-17

EXECUTIVE SUMMARY

Amaryllis Couture is a business that can be categorized as a Small Medium Enterprise (SME) which provide tailoring service to the customer. Amaryllis Couture are specialized in clothes designing as we produce made to measure custom clothing for middle class women , modern wearer and so on. I also believe that it is the main element that could attract a person eye, especially women. Amaryllis Couture consists of two business partnership who contribute same amount of capital and will hold different task and responsibilities in order to manage our business.

From my observation, I had planned to set up this business because I can see wider scope of this sector for the future. Furthermore, I also discover that most of the women nowadays desire a beautiful and modern clothes that can make them feel confident. So, I came out with an elegant and up to date designs yet can be purchase at a reasonable price meanwhile satisfying their needs.

Moreover, I have discovered that there are many competitors involved in clothes tailoring services nowadays. So, I take it as the opportunities for me to expand my business since I am qualified with the skill and creativity required.

In addition, since my company is listed as a new company in market. It is clear that there are many aspects that should be consider to ensure my company is able to compete in the market as we can see there are many people that involve in business in today's society.

Hence, I hope that Amaryllis Couture can be a well-known company throughout the nation and able to provide greater service from time to time. I also believe that the demand of clothes tailoring service will be increase every year as the increase in human population. Lastly, it is our happiness to be the benchmark for other peoples who are interested to start business

INTRODUCTION:

1.1 ORGANIZATION BACKGROUND



Organization Name:	Amaryllis Couture
Business Address:	No 3, Persiaran Dagangan, Pusat Bandar Bertam Perdana, 13200 Kepala Batas, Pulau Pinang
Website:	https://www.canva.com/design/DAD81PEBAMU/lpiuo_h7JymSAIZtFON5EvQ/view?website#1
E-mail address:	anis.umairah99@gmail.com
Telephone Number:	0195005550
Main activities:	Services- Amaryllis Couture offer made to measure clothing tailoring services to our customers.
Date of Commencement:	6 th of July 2021
Date of Registration:	6 th of June 2020

1.2 ORGANIZATION LOGO/ MOTO



Descriptions:

1. Logo - The needle and thread icon used is to symbolize the image of a tailor or dressmaker. As if we want to sew, we would have to use thread and needle.
2. Moto - The words Mesmerizing Simplicity shows that eventhough our collections is simple but it has its own element that could mesmerize the eye of person and giving them satisfaction once they used our service.
3. Mission - To fulfill every of of our customer segments needs and wants of having a well fitted and comfortable clothes.
 - To supply our customers a high quality fabric used in making clothes.
 - To become customers first choice in clothes making selection
4. Vision - Aim to be a well known dressmaker over the nation. We create and provides various designs of clothes to build a long term business relationship with our valued customers.