



الجامعة التكنولوجية  
UNIVERSITI  
TEKNOLOGI  
MARA

**AD110**

**FACULTY OF ART AND DESIGN**

**ENT300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**BUSINESS PLAN :**

**17 TEEN COLLECTION**

**GROUP MEMBER :**

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## LETTER OF SUBMISSION

Miss Nurashikin Nazir Muhd  
Lecturer of Ent 300,  
Universiti Teknologi MARA,  
Kampus Samarahan,  
Jalan Meranak,  
94300 Kota Samaraha,  
Sarawak

Dear Miss,

10 FEBRUARY 2012

### RE.SUBMISSION BUSINESS PLAN

As mentioned above, we hereby present our 17 Teen Collection's business plan for reviewing and grading.

2. Representative as a manager of the company to 17 Teen Collection, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that have been given by you in order to accomplish this business plan and in the same time attach us toward goals and objective of the preparation of this business plan until us finally completing according to time given respectively.

3. Our group's perception towards ETR300 (Introduction to Entrepreneurship and Business Plan) had given us the experience and clear views on the fundamental on how to start a business. This experience may be a help for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

4. Due to the completion of this project, the team had come out many ideas and I personally felt that, this project can be achieved in the future. To be an entrepreneur in the future, it can't be much easier if there are no team spirit among all the members and the basic knowledge that we gained from this project.

Finally, guidance and cooperation had given us the motivation until this business plan finally had been accomplished successfully. It is insufficient to express our grateful towards your effort in order to give us sufficient knowledge with word and we hope for Allah's bless toward you and your family

Thank you.

**Yours faithfully,**

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**(Hafiz Iqbar b. Manan)**  
**General Manager**  
**17 Teen Collection**

## Executive Summary

Company 17 Teen Collection Boutique is a clothing production from, providing product and services especially for the fashion- conscious men and woman-preferred age between 18 to 25 years old. The company consist of: Hafiz Iqbar Bin Manan, as General Manager, Muhd Syazawan Bin, Hatta as Administration Manager, Abdul Majid Bin Kipli, as the Marketing Officer, Mohd Syafiq Bin Kamal as Operation Planner and Muhd Najimuddin Bin Tahir as the Financial Planner. The company started its operation in January 2013 in the Spring Shopping Mall, Jalan Simpang Tiga , Kuching. The aim of this company is to meet the wants and needs of the fashion-conscious men and woman especially youngster- which makes the main product of the company is clothing such as shirts, dress and also accessories.

The company created or produce their product from their own factory which is located in Tabuan Jaya industrial area north of Kuching. With the capital of RM 150,000, the company made their purchase of machinery, office Equipment and needed Transportation to distribute the product. The marketing principle of 17 Teen Collection Boutique is to provide the best quality products and services to the customers. In addition, it is also necessary to assume greater effort to create a marketing strategy, so that existing shares to the multiplication again to continue the business competition. Efforts will be undertaken by introducing new products that can compete on par with the other company , also markets a similar product.

In terms of marketing strength, 17 Teen Collection have a rededicated workers and they are committed to their work and responsibility. Currently, company have had 10 full- time employees with experience and educational background that suits the thus giving them the opportunity to provide training for semi- skilled workers to increase their extension. Meanwhile, our company is staffed by employees, tellers have ten and a clothing designer who has extensive knowledge about the field as an example of the company's ever worked as a designer clothing outside the country and describing the added value to the company to produce quality clothing for youth courses.

Based on observations in the estimated value of the company profits increased with the advent of more and more customers and increasing customer demand for new clothes from the company of other aspects of the clothing trends forward. In addition, the increase in profit on clothing increased by RM 60 050 a month, for each year close to RM 960 102 per year and 5% in first opening primes for estimated gross hoped this business would continues to thrive and grow in the future. That only can we explain in our company, it is hoped can be launched as planned in all of this establishment

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## **Introduction**

Clothing is one of the basic needs other than shelter and food that we are using almost every day. Therefore, our company is to develop a clothing store to give choice to consumers, especially young people and provide for their designer clothing required by the users themselves at the same time around the factors that will also change to the value of the youth especially in Kuching.

## **Name of company**

17 Teen Collection, clothes and custom mate , Why? We give priority to the young people who love style and want to try something new or different as the flow of time. In addition, to provide a huge collection of popular youth clothing and apparel can be customized according to their own teenagers.

## **Nature of business**

Inspiration for the 17 Teen Collection is a major focal point to buy clothes and dress making service in consumer preferences, especially teenagers today. In addition, the service booking to provide opportunities for client 'clothing to create their own designs for their apparel like shirts, pants and a selection of products available to meet customer requirements in addition to the supply of clothing for our company.

## **Factory of selecting the proposed business**

Clothing has always changed over time, place and situation year after year. Factors such as the current situation to something else for variety of users brainstorms a clothing product will be different every time as a place and environment. In addition, to make changes in their own image of how the dress will add value to consumer products.

## **Future prospect of the business**

The Company plans short term and long-term plan. In addition, our company is more pressing but thinking even further to further develop the company with long-term plan is to open a branch in almost every town like Sibul and Miri Sarawak as the basic plan of how to further develop the next company throughout Malaysia and trying to get hold for the quarter percent mock-up users to the profit 17 teen Collection.