

**ETR 300
FUNDAMENTALS OF ENTREPRENEURSHIP**

WHITE WARDAH COLLECTION & BEAUTY

PREPARED BY:

**AINA FURZANIE BT MAT USOP (2004403061)
NORULHAMIZA BT. ABDUL RAHMAN (2004403683)
SAFAWATI AZMAN (2004406405)
SYARIFAH FIRNAZ AL-YAHYA (2004406357)
UMI FATIHAH BT. MAT NASIR (2004403596)**

13th OCTOBER 2006

SALINAN FOTO TIDAK DIBENARKAN

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ETR Students,
MARA University of Technology,
Kota Kinabalu Campus,
Locked Bag 71, 88997,
Kota Kinabalu, Sabah.

MEDEC Coordinator,
MARA University of Technology,
Kota Kinabalu Campus,
Locked Bag 71, 88997,
Kota Kinabalu, Sabah.

Date: 13th October 2006

Sir,

Submission of Business Plan

Referring to the above, we are gladly to submit the proposal of our business plan which has been authorized by you as to fulfill the requirement of the ETR300 subject for the semester July - November 2006. The proposal of our business plan is under the name 'White Wardah Collection & Beauty' with the purpose to inform you the completion of our business plan for this semester.

02. This business plan has indeed try to discover out of our capabilities as we have really worked very hard for a few months to accomplish this business plan to show you its achievability and completeness. Also, we certainly hope that this business plan may give benefit to us and becoming one of references to others student who taking ETR 300 subject in the near future.



1.0) INTRODUCTION

1.1) NAME OF THE BUSINESS

“WHITE WARDAH COLLECTION & BEAUTY”

1.2) NATURE OF THE BUSINESS

White Wardah Collection & Beauty is the type of business which involve in image and beauty care for Muslim women. The main business of White Wardah Collection & Beauty is on image care by selling ready made clothes which had been designed according to syariat. “Bertudung” is a must for Muslim women regardless of their age. However there is no factor that limits them from being elegant and not the main reason for them not to appear stylish. Additionally, wearing “tudung” can be very sweet if we know how to experiment with the colours and to choose the right fashion trend to wear “tudung” with. Therefore, we also provide an image consultancy service which is conduct by our own image consultant.

We also provide beauty treatment services as part of our business. In the beauty treatment services, we are more particular on the future brides and needs and after giving birth traditional treatment.

Our customers comes from all walks of life, conclusive of corporate women, teenagers, students, future brides and women who had just gave birth and all of them are Muslim.

As we can relate, our business in the Islamic entrepreneurship, where Islam encourage the Muslim to venture into businesses that are not in the market yet. To indulge in business is to perform an obligatory duty (*fardhu kifayah*); unless and until there is an entrepreneur in a community is deemed to be sinful. That is



one of the main reasons of why we choose to venture into this business of image and beauty.

Qainuqa was the prevailing market place run by the non-Muslim practicing rampant *riba (usury)*. However profits are merely incidental in the fulfillment of the *fardhu kifayah*. But that does not imply weakened profit motivation among us, partners.

With *ubudiah* (state of servitude before God) and *tauhid* (oneness of God), risk taking becomes the guided endeavour; regardless of the outcome of the entrepreneurial Muslim will always be humble and *redha* (contented with what God has given).