



UNIVERSITI TEKNOLOGI MARA

FACULTY OF ACCOUNTANCY
DIPLOMA IN ACCOUNTANCY

ENT300

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN

T&D HIJAB

PREPARED BY:

AINOR SYARFIRAH BINTI OSMAN

ELVEONA MAURIS

E VIANNE FELLIONA FORD

FARRAH DINA BINTI JUANA

RAZIAHTUL NADIA AZNIRA BINTI ABD RASHIDEH

2015

Table of Contents

I.	Executive Summary.....	3
	Introduction	3
	Purpose.....	4
	Company Background.....	5
	Logo.....	6
	Owners of Partners Background.....	7-11
	Location of Business.....	12
	Layout Plan.....	13
	Advantages.....	14
II.	2.0 Marketing Plan.....	15
	PRODUCT:	
	2.01 Product Descriptions.....	15
	2.02 Target Market.....	15
	2.03 Market Size.....	15
	2.04 Competition.....	16
	2.05 Market Share.....	16-18
	2.06 Sales Forecast.....	18
	2.07 Marketing Strategy.....	19-20
	2.08 Marketing Budget.....	21
III.	3.0 Operational Plan.....	22
	3.01 Operational Objective.....	22
	3.02 Operational Process.....	22
	3.03 Operations Layout.....	23
	3.04 Production Planning.....	24
	3.05 Material Requirement.....	24
	3.06 List of Machines and Equipment.....	24
	3.07 Manpower Planning.....	25
	3.08 Operation Overhead.....	25
	3.09 Location Plan.....	25
	3.10 Business and Operation Hour.....	26
	3.11 License and Permits Required.....	26
	3.12 Operation Budget.....	26
	3.13 Implementation Schedule.....	26
IV.	4.0 ADMINISTRATION PLAN.....	27
	4.01 Mission and Vision.....	27
	4.02 Motto.....	27
	4.03 Organization Chart.....	28
	4.04 Schedule of Task and Responsibilities.....	29-30
	4.05 Schedule of Remuneration.....	31
	4.06 List of Office Equipment.....	31
	4.07 Administrative Budget.....	32

V.	5.0 FINANCIAL PLAN	33
	5.01 Project Implementation Cost	34
	5.02 Sources of Financing	35
	5.03 Cash Flow Proforma	36-37
	5.04 Income Statement Proforma	38
	5.04 Balance Sheet Proforma	39
	5.05 Financial Ratio Analysis	40-42
	5.06 BUDGET:	
	5.06.1 Administrative Budget	43
	5.06.2 Marketing Budget	44
	5.06.3 Operation Budget	45
	5.07 Depreciation Schedule	46-50
	5.08 Loan Repayment Schedule	51
	5.09 Sales and Purchases Projection	52-53
VI.	6.0 APPENDICES	54-58

Executive Summary

INTRODUCTION

T&D Hijab Enterprise is a partnership with its headquarters located in Batu 6 1/2, Jln Putatan, 88873 Kota Kinabalu, Sabah and its shop in Lot 10, 1st Floor, Centre Point, Sabah. This shop sells varieties of designs and colors of hijabs inspired from tie and dye t-shirts. T & D Hijab tries to apply this concept on scarfs and shawls intending to make women wearing hijab look more colorful and trendy.

T & D Hijab is different from other hijab retailers as we give more attention to bright colors and attract customers with these various colors and designs. We also intend to excel in giving customer service to our beloved customers. Through unheralded customer attention and its unique design, T&D Hijab will slowly gain market share in the business market.

Women wearing hijabs across Malaysia are always searching for new designs and colors of hijab. T&D Hijab foreseen this opportunity to provide hijabs with the finest quality from the finest material as well as designs that fit with their unique taste. This proves that T&D Hijab will have the chance to be one of the most successful hijab retailers in Malaysia.

We, T&D Hijab Enterprise saw the opportunity that this business has the potential of success provided that it is handled efficiently. Women wearing hijabs are always looking for hijabs with new designs and at least will buy a new scarf or shawl once a month. T&D Hijab sees this as a way to prosper in this market, by taking advantage of their need,

PURPOSE

This business plan is prepared because to convince venture capitalists, investors and banker in order to raise capital and obtain support for the venture. We need investors to raise fund for the purpose of company management and funding.

This business plan is also being drafted so that T&D Hijab will get the financing it needs in order to start its business. The loan is crucial in order to start the business, so the presentation of this business plan is vital to gain the confidence of the bank.

T&D Hijab has asked from Bank Islam Berhad a total loan of RM2 000 000 so that it can build itself in this business. The other RM80000 will be from the accumulated capital provided by each partner in the business.

The financing will be used to purchase a starting up asset such as coloring equipment, washing machines, furniture and fittings and other equipment needed in the process. All of these assets will be supplied by our trusted supplier.

We also use this business plan as a guideline to the manager in order to succeed in the business. T&D Hijab has all the ingredients to be one of the best in the business. We have set out our entire target in order to be successful. This business plan will include company background, marketing strategy, operation plan, sales forecast and also the most important, the financing plan of the business.

T&D Hijab will fully utilize its assets so that it can it maximize its profit. The profit that the company gets will be used to pay the loan that is given. T&D Hijab is completely confident that it will be able to pay the loan back including the interest payment in the loan given.