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DIPLOMA IN HALAL MANAGEMENT**

ENT300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN

‘Bunga Company’



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EXECUTIVE SUMMARY

This case study is performed with the purpose to achieve a better understanding of how entrepreneurship works. Equally important, this case study additionally highlights the remarkable proficiencies of an entrepreneur.

We decided to start a business company named 'Bunga'. Bunga Company is a form of business based on partnership which consist of five members which hold important role such as General Manager, Administration Manager, Marketing Manager, Operational Manager and Financial Manager. This business capital is amount to RM225,000.

Bunga Company is a dynamic and innovative venture poised to revolutionize the scarves industry with our unique and high-quality products. As a company dedicated to blending fashion and functionality, we aim to become a leading player in the market by offering a diverse range of scarves that cater to different styles and occasions.

Bunga Company is a leading manufacturer of high-quality scarves, blending traditional craftsmanship with contemporary trends. They cater to a diverse customer base seeking both fashion and comfort, offering a range of styles from luxurious silk scarves for upscale events to cozy knits for everyday wear.

The scarves industry is a thriving market with a growing demand for unique and versatile products. We have identified key trends indicating a shift towards sustainable and ethically sourced fashion. Bunga Company is well-positioned to capitalize on this opportunity since we are located at Bandar Baru Bangi because there is a wide population.

Our target market includes fashion-conscious individuals who appreciate high-quality accessories, at the same time wants to compliance with Shariah law because Bunga produce a long scarf. By catering to both style and ethical considerations, we appeal to a broad demographic spanning various age groups and preference.

Bunga Company is not just a scarves business, it is a lifestyle brand that resonates with individuals who value style, quality, and sustainability. With a solid foundation, a unique product offering, and a strategic marketing plan, we are poised for success in the scarves market.

Factor

There are many women in this area. Since the objective is to focus on women fashion trends, women are going to be the first target market not only for middle-age but for all range of age. Secondly, the demand for scarf with satin material is high.

Purpose

As a guideline for stakeholders to run the business more systematic and efficient. To avoid misunderstanding and miscommunication between all parties involved in our business. Besides, the business plan of Bunga scarf is prepared because we tried to come out with different than other scarf company such as the limited-edition packaging and improve the services.

Next, helps the bank institution to evaluate the capability of the project and provide loan for business. Bank institution that involved in this business project is Bank Islam Berhad. The amount that our company needs from Bank Islam Berhad RM250,000.00. With the loan given, it will be utilized for pay expenditure, materials, and others that might help us to attract more customer and increase our company's profit. By getting a large profit, we can afford to pay back the loan every month that we have been owed from bank.