



اَبُو سَبِيحٍ تَيْكُو لَوِيحِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP**

BUSINESS PLAN



LOONA BOUTIQUE

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EXECUTIVE SUMMARY

Loona Boutique is a modern Muslimah fashion retailer that specifically caters to the clothing requirements of Muslim ladies who like modest fashion. Our boutique is dedicated to offering fashionable and conservative clothing options. We provide a wide selection of blouse, skirts, baju kurung, jubah, pants, dress and carefully chosen collections that cater to the preferences and principles of contemporary Muslim women. We aim to be the go-to place for Muslim ladies who are looking for stylish yet modest clothing. Loona Boutique strive to encourage self-expression and inclusivity among women by giving them the tools to follow modesty standards while expressing their unique style. To make sure our clients are comfortable and elegant, we focus on modern designs that respect modesty. Our store caters to a wide range of tastes and lifestyles with its varied selections, which include everything from everyday wear to formal attire. Women of all ages and walks of life can find something they love at Loona Boutique because of our inclusive sizing and diverse styles.

In our business strategy, we have a physical boutique and an online platform which is Instagram and TikTok, so customers can shop conveniently while still having a one-of-a-kind, immersive experience. Social media and community events are ways that we encourage our customers to get involved. For the convenience of our busy Muslimah consumers, we now offer delivery and returns services. Beyond that, we are providing a loyalty program that rewards customers for coming back and helps to build community. Other than that, Loona Boutique also offers custom services where we accept orders from customers that wanted to do customs clothing according to their needs and wants. To make sure the end result is exactly what the client envisioned, the consultation phase permits in-depth conversations and adjustments.

Our business organization contains six employees that starts from the general manager, vice general manager, marketing manager, financial manager, administrative manager and operation manager. The main demographic we aim to reach consists of Muslim women between the ages of 18 and 50 who are looking for modern and modest fashion choices. We acknowledge the worldwide reach of our audience, and we aim to target customers from M40 and T20 to enhance our brand visibility in the fashion market. To increase brand awareness and attract a wider audience, we plan to team up with influential people and fashion events in the future.

1.3 FACTORS SELECTING THE BUSINESS

- Provides modest fashion for Muslims & non-Muslim
- Creating a comfortable store environment
- Provide employment opportunities to the community

1.4 PURPOSE OF PREPARING BUSINESS PLAN

- The purpose of preparing the preparing Business Plan is to obtain a business loan of RM 100,000 from Maybank Berhad. So, it can make it easier for us to start a business when making a loan.
- The purpose of preparing a business plan is to avoid making mistakes that could potentially make our business a huge loss.
- The purpose of preparing a business plan is to distinguish our boutique from other competitors. So, we can further improve our business to attract customers.

2.0 ADMINISTRATIVE PLAN

2.1 VISION, MISSION & OBJECTIVES

VISION

Our Vision is to be ranked in the top 100 globally renowned boutique business. With that, we strive to be a caring and well-managed company, as well as a responsible corporate citizen in our society.

MISSION

Our Mission is to expand more branches in Malaysia so we can provide modest fashion widely. We will lead, improve, and give the best value products and services to customers by innovating, leading, and keeping improving.

OBJECTIVES

- To achieve the business's vision and mission.
- To create a fashion-forward boutique that inspires confidence, celebrates individuality, and provides a personalized shopping experience for our customers.

2.2 BUSINESS LOGO

