



**UNIVERSITI TEKNOLOGI MARA, CAMPUS KUALA PILAH, NEGERI
SEMBILAN**

FACULTY OF APPLIED SCIENCE (DIPLOMA IN MICROBIOLOGY)

A3: BUSINESS PLAN REPORT (50%)

NAME OF ASSIGNMENT:

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

BUSINESS NAME:

SISTUR HIJAB

GROUP:

AS1145B1

LECTURER'S NAME:

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1.0 EXECUTIVE SUMMARY

Sistur Hijab is an exclusive and ideal hijab brand that aims to provide the premium hijab materials with stylish design but adhere with Shariah principle. Through the company hijab innovation such as ironless cotton hijab materials, brooch-less hijab using magnet as a replacement, and offer a wide coverage hijab size has becoming their unique selling proposition. The company are dedicated to make the company as the choice for woman who are busy and want to save their time to get ready. Sistur Hijab was established in December 2024 and starts operating in January 2025. The company also planned to have their own branches in the whole Malaysia since majority of Malaysian people are muslim.

Sistur Hijab caters to individuals who are looking for premium and comfortable hijab material. The company target market includes woman in Selangor and nearby the company factory located at Jalan SS 13, Bandar Sunway, Subang Jaya, Selangor with the estimation of 29 6400 to 691 300 population that contribute to the market size of RM 9 886 175 per month.

To promote the brand and increase the sales, Sistur Hijab implemented several strategies includes advertising the product using billboards located at highway such as North-South Expressway (PLUS). The company also active on social media promoting through platform such as Instagram and TikTok. There will be a trained staff to become a host-live at the TikTok platform. Besides, the company also collaborate with a well-known figure as their brand ambassador to gain the brand exposure. The company also apply competitive pricing and offering purchase with purchase, which mean the second purchased will get discount price to increase the product purchases.

Lastly, Sistur Hijab require RM 1,545,916 in total to run the business which come from the partners savings that contribute to RM 213,143 and also from business loan. This will cover the inventory, production cost, marketing cost and a website. With the team that are expertise in their field, Sistur Hijab confidents that their hijab business will succeed due to the increasing demand in stylish yet premium hijab. Our passion in business with strong financial strategy ensure that this business will be sustainable in long term.

2.0 INTRODUCTION

I. Name of the business

This company named their business as Sistur Hijab.

II. Scope of the business

Sistur Hijab was a company that provide variety of hijab materials and design, but most exclusively from this company is the premium cotton ironless hijab This company owns team that are specialist in their field such as hijab designers, hijab tailor and researchers in fabric and materials.

III. Location of the business

Sistur Hijab product are manufacture at Jalan SS 13, Bandar Sunway, Subang Jaya, Selangor.

IV. Date of business commencement

This company established in December 2024 and currently operating in Selangor only through online store and customers are able to make purchases through their official website.

V. Future Possibilities of the business

This company planned to expand their business in the whole Malaysia and have their own branches. This company also assumed to expand in international markets, especially in country with a significant Muslim population such as Brunei and Indonesia. This company also committed to expand in social media presence through an easy-to-navigate website and partnerships with e-commerce platforms such as TikTok shop and Lazada. Sistur Hijab would love to have collaboration with other fashion brand and well-known figure in the modest fashion community to gain their brand exposure and reach more customers.

2.1 OBJECTIVES OF PREPARING THE BUSINESS PLAN

I. Clarity of vision

Sistur Hijab have clearly identified the actions or steps to take to make the vision happen.

II. Strategic planning

Sistur Hijab organization's leaders defining their vision for the future and identifying their goals and objectives. This involves the process of determining the sequences in which those goals need to be fulfilled to achieve the organization's stated vision.

III. Resource Allocation

To support business objectives, Sistur Hijab strategically selecting and assigning available resources to a task or project. For example, managing the cost for hijab materials and marketing purpose, and each team member has their own responsible. This ensures smooth operation and company sustainable.

IV. Financial management

The purpose of financial management is to control the flow of money in and out of the organization. This includes, monitoring the cash flow, preparing the budget for business operation and development, preparing the cashflow statements, and optimizing pricing strategies. Proper financial management ensure the company financial stability and helps the company gain profit.

V. Investor Attraction

Sistur Hijab ensure their product have unique and have a strong value proposition through their Hijab innovation to attract new businesses or enterprises from outside the province to invest in the region in order to create growth opportunities.