



اُنِيْوَرْسِيْتِيْ تِكْنُوْلُوْجِيْ مَآرَا
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BUSINESS PLAN:

SUTRA SCARVES



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EXECUTIVE SUMMARY

Sutra Scarves is an online hijab brand dedicated to providing stylish, high-quality hijabs made from luxurious modal fabric. We offer 29 colour variations, allowing customers to express their individuality and match their hijabs to any outfit or occasion. To add a personal touch, customers can customize their hijabs with charms featuring their initials or our brand's signature charm.

Headquartered in Shah Alam, Sutra Scarves manages all operations, including order processing, packaging, and logistics. Our business thrives on TikTok as the primary platform for marketing and sales, leveraging engaging content and live sessions to connect with our audience and drive sales.

The modest fashion market is expanding rapidly as more consumers seek versatile, comfortable, and fashionable hijabs. Sutra Scarves aims to capitalize on this trend by offering a unique combination of personalization, quality, and variety. Our competitive edge lies in the ability to provide customized hijabs that reflect each customer's style, while also maintaining efficient online operations through TikTok's dynamic ecosystem.

Financially, Sutra Scarves projects consistent growth driven by increasing demand for personalized hijabs and expanding our reach to new markets through influencer collaborations and targeted marketing campaigns. We are seeking funding to enhance our online presence, invest in better packaging solutions, and scale our production to meet rising demand.

With a clear vision, a dedicated team, and a strong focus on customer experience, Sutra Scarves is positioned to become a leading name in the online hijab market. Our passion for modest fashion and deep understanding of market trends shape Sutra Scarves' unique value proposition, delivering not just hijabs, but confidence and individuality to our customers.