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EXECUTIVE SUMMARY

D' Sajla is a company which operate on a small medium industry. Our company main business product is by selling praying mat. Our main target market depends on the place in which we can get the higher demand. We will make a survey to gain some information that we can conclude, such as personnel observation and interview.

Furthermore, our praying mat are designed with creative and innovative to attract customer. As the modification of the praying mat is the main strategy to capture our target customer. We took this opportunity to make our new product and to compete with competitors.

For our main objective, we are considering to give good services, as our priority to the customer. We want to make sure that we will be having a good customer relation by keeping in touch and receiving feedback from the customer. With the convenience that we already have, we will use these alternatives to promote our products

Basically, our company consist of 7 members that we have their own special skill to bring our company to a glory. They are talented person and high level of creativity from many field of study such as, accounting, human resource, marketing and so on. With these special skills we hope to drive our strength towards our company's goal. Teamwork, discussion, commitment among each other, would be the keys towards our success.

1. INTRODUCTION

1.1

- **Name of the company** : D' SAJLA
- **Nature of Business** : PARTNERSHIP
- **Industry Profile** : TEXTILE
- **Location of the business** : JOHOR BAHRU
- **Date of business commencement** : 1ST JANUARY 2017
- **Factor in selecting the proposed business** :
 - To make people convenient because people are able to perform prayer anywhere.
 - Encourage people to perform prayer especially when they are outside / travel.
 - To produce fashionable item that is in line with the current trend & shari'ah compliance.
- **Future prospects of the business** :
 - Produce variety of praying mat to meet future customer demand.
 - Expand the business worldwide through e-business.

1.5 COMPANY LOGO



Crescent & Mosque : Shows the characteristic of Islam. It is a holy place for perform prayer

for Muslim.

Round shape : Unite among Muslim

Flower graphic : Shows the beauty of Islam

Pink Color : Pink color gives tranquility , peaceful , gentle , beautiful and the colors of love.

Black Color : Shows the strong side of D' Sajla

White Color : The color of purification

Gold Color : Shows the exclusiveness of D' Sajla