



FACULTY OF APPLIED SCIENCE

DIPLOMA IN SCIENCE

ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS NAME: SWEET SCARF

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LETTER OF SUBMISSION

Diploma in Science (AS120)
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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title "**SWEET SCARF**" to fulfil the requirements as needed as university requirements.

Thank you,

Yours sincerely,

ayuhazira

NUR AYU HAZIRA BINTI ABDUL RANI
General Manager

ACKNOWLEDGEMENT

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Lastly, we would like to thank our friends especially our friends in AS1205D who have been helping us while busy with their own assignments. Their help and contribution will not be forgotten and our gratitude will always be with them. I hope that this business plan will be a great start for us to grow our business in the future and Sweet Scarf will be able to stay in peoples' heart and mind for a long time.

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EXECUTIVE SUMMARY

Sweet Scarf is a new online business, selling as well as providing women and ladies from different age groups, the best kind of material shawls to wear. Although simple, the product is yet elegant and eye-catching. Sweet Scarf puts modesty first above all.

This business consists of five (5) young individuals whose mission is to build and grow Sweet Scarf into being the people's favourite online scarves (shawl) store. As the leader of the group, the General Manager, Nur Ayu Hazira makes sure that every product sold is good in quality and loved by the buyers.

Products offered by Sweet Scarf include a scarf collection of a snowcap (anak tudung) along with a built-in mask scarf, a selection of scarfs for younger ages and a selection of instant-wear shawls. The marketing plan aims to provide an effective promotional strategy across four different customer segmentations, namely the young adults (students), families, senior citizens and middle-to-upper income class segments.

As for operational plan, it will focus on the systematic and effective system in production of our products in order to reach the objectives. Furthermore, the profitability in the financial plan, the net profit of this business increases for each year. This is due to its increasing recognition from another people other than the usual customers. In the first year, the net profit of Sweet Scarf is RM 8,940 meanwhile as for the second and third year, the net profit for each is RM 11,993 and RM 27,095 respectively.