



UNIVERSITI TEKNOLOGI MARA

FUNDEMENTAL OF ENTREPRENEURSHIP (ENT300) BUSINESS PLAN

SkyHijab
Instant Hijab for Muslim Women

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LETTER OF SUBMISSION

Diploma in Science (AS1205G)
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16 DISEMBER 2020

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Madam,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**SKY Hijab™**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

.....*Balqis*.....

(NURUL BALQIS BINTI ARIF)
General Manager

ACKNOWLEDGEMENT

First and foremost, we are very grateful to Allah S.W.T because we got to complete this Assignment 3 Business Plan successfully under subject ENT300.

We are also very grateful to each of our group members as each of us gave a good cooperation and hard work to complete this assignment despite the online distance learning (ODL) that we are facing due to the pandemic. Moreover, special thanks to our parents and family for their full support so that we managed to finish our work. Besides, not to be forgotten to our lecturer Madam Faizan Bt. Hj. Abd. Jabar for guiding and helping us during the process of completion of this project work.

Furthermore, there are a lot of obstacles that we have to face while preparing our assignment such as finding the material suppliers and for our project. Besides, we managed to organized and be more systematic in dealing with our problems when doing the research and information regarding the business plan.

This assignment make us gained more knowledge about the information on what we need to know in order start a business and make us gained interest to become an entrepreneur. This business plan covers about the organization, marketing, operation, financial and how to manage the business operations.

Lastly, we are very glad and thankful to those who had involved and contributed directly or indirectly to this business plan. The effort and initiative that each of group members and other people around us have shown in our project are very meaningful and helpful. Thus, we manage to complete our group work successfully and proactively.

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EXECUTIVE SUMMARY

SkyHijab is a company which was established in 2020 based in Shah Alam, Selangor, Malaysia which specifically introduced a new way of hijab style for Muslim women. The founder, Nurul Balqis has decided to open a company at an early age with an objective of their products is to ease the Muslim to wear a simple yet elegant hijab for their daily use. Emphasis is placed towards the target customers which are Muslim women. With a total of six reliable staffs, the company is able to enlarge their business throughout the country in a short period of time. Along the previous years, the world of fashion had gone to a variety of patterns, designs and colours which somehow are not suitable for this class. The mission of SkyHijab is to provide a sense of satisfaction for Muslim women to show off their hijab despite the limitations that are kept inside the narrow-minded people who assumes that hijab is not able to be fashionable. By using online commerce websites, this company is able to achieve their monthly target which is not expectable. Some of the platforms used to sell their products are Shopee, Lazada, Facebook and Instagram. An online catalogue is provided in their personal websites which provide a smooth shopping for the customers' transaction. The main target of SkyHijab is to venture into international commercialisation as there are around 1.8 billion of Muslim in the world. Despite the strong competitors in the fashion industry, the company is convinced with their originality which will be broaden in the future.