



اَبْنُو سَيِّدِي تَيْكُونُو لِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF ACCOUNTANCY  
DIPLOMA IN ACCOUNTANCY (AC110)  
AC1105C

ENT 300: FUNDAMENTALS OF ENTREPRENEURSHIP



BUSINESS NAME: TISKA ESSENTIALS EMPIRE  
PRODUCT NAME: FABRIC FACE MASK

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## LETTER OF SUBMISSION

Diploma in Accountancy (AC110)  
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15 JANUARY 2020

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Mrs / Madam,

### **SUBMISSION OF THE ENTREPRENEURSHIP BUSINESS PLAN (ENT 300)**

Based on above, the attachment presented is the business plan of **Tiska Essentials Empire – Premium Fabric Face Masks**, fulfilling the requirements as needed as university requirements.

2. Beneath is the list of group members involved in completing the business plan:

- I. **MAISARAH BINTI JALAINI (2018803582)**
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- IV. **LIYANA NASYRAH BINTI MOHD YAZID (2018244086)**
- V. **KHAIRISHA AIDATUL NAJWA BINTI KHAIROL BADRIN (2018246762)**

3. Hoping that you will fully satisfied with our passionate hard work on preparing the business plan required that indeed would benefit individual concerned.

Thank you.

Sincerely,



MAISARAH BINTI JALAINI  
General Manager

## ACKNOWLEDGEMENTS

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## EXECUTIVE SUMMARY

Aligning with the current pandemic of Covid-19 along with the fashion business industry, Tiska Essentials Empire is the fashion house which offers a wide selection of premium readymade and custom-made fabric face masks with 10 selections of beautiful colours to choose from and is also offering a special one-time release which is Tiska's Limited Edition Box set consisting a fabric face mask with a defined aesthetic design with a matching monogram scarf. From the name Tiska Essentials itself brings a meaning of where Tiska defines fashion in Icelandic and Essentials expresses the need of face masks for everyone especially during this pandemic. However, Tiska Essentials Empire does not aim only for the people living in the pandemic to protect themselves from the spreading virus, but also aims for a long term run in the apparel industry for an independent couture and glam purpose.

The purpose of Tiska Essentials Empire to root in this business industry is because there are issues and drawbacks relating to face masks sold in the market. Since people all around the world are facing the pandemic, people would rely on face masks, especially medical face masks for health motives. However, there's a small snag on medical face mask where it is only for a one-time-use. The other option, known to be fabric face masks however laid drawbacks where it does not meet the specified medical qualification and it is not fashionable yet barely comfortable to be worn by a person. Despite that, it was discovered that the community faced a problem in looking for comfortable fabric face masks with an affordable price. Therefore, Tiska Essentials Empire have decided to set foot in the fashion business industry to produce a premium, fashionable, comfortable, affordable and medically-approved fabric face mask and not to forget customisable fabric face mask along with the Limited Edition Box set to make sure everyone can dress up and be fashion-enthusiastic, even when facing this pandemic.

The hustle of Tiska is where there's a long whole complete process of Research and Development in making sure that the face masks are medically-approved according to the medical requirement standards. The target market of Tiska will be educated through intense promotion by the particular promotion management. Tiska Essentials Empire hiring educated and experienced persons into being part of the Tiska team for purpose of growing the business to a larger market range from time to time. Tiska Essentials Empire starts up with bank loan approved, as main capital.