



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF ACCOUNTANCY**

**DIPLOMA IN ACCOUNTING (AC110)**

**AC1105G**

**FUNDAMENTALS OF ENTREPRENUERSHIP**

**ENT 300**

**SCARVES HOLIC**

**SCARVES**

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## LETTER OF SUBMISSION

Diploma in Accounting (AC110)  
Faculty of Accountancy  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

17 January 2021

Madam Siti Fahazarin binti Hazudin  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**SCARVES HOLIC SDN. BHD. – SCARVES**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely



.....  
Sharanasuha binti Khairil Amri  
General Manager

## **ACKNOWLEDGEMENT**

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## EXECUTIVE SUMMARY

Scarves Holic is a scarves brand that sells a variety of design of scarves that is modern and trendy. It is a partnership business ventured by four modern women that love unique and trendy scarves in 6-45-01 Jalan Medan Pusat Bandar 8A Bandar Baru Bangi, Bangi Sentral, 43650 Bangi, Selangor. The partners are Sharanasuha Binti Khairil Amri, Nurul Izzaty Akhtar Binti Mohd Hardi, Nurulain Nadhirah Binti Radzi, and Nur Izattie Binti Zamri.

The reason for Scarves Holic was created because many women nowadays were finding the right scarves that fit with their taste which are not only trendy and stylish but also appropriate with Islamic rules. However, the choices are very limited especially for modern and urban women nowadays. Therefore we initiate to create one to solve the problem of a modern and stylish woman to wear a premium, beautiful and affordable scarves in their daily life to cover their aurat nicely

Scarves Holic is suitable to wear for everyday life as it is so comfortable and easy to wear. The price is also affordable with a high-quality material being used. For example, soft georgette chiffon, satin silk, cotton crepe, recycled polyester, and polycotton voile.

Other than that, Scarves Holic is also trying to discover a broad spectrum of customers as we deliver a vast diversity of scarves. In meeting the demands of each income class, including market residents and tourists, we also want to sell our product at the best price.