



اَوْنِيُوْا سِيَّتِي تِي كُوْلُوْا كِيْن مَارَا
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TEKNOLOGI
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FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY (BA118)

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FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

HAWA CO. ENTERPRISE

SCARVES

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LETTER OF SUBMISSION

Diploma in Office Management and Technology (BA118)
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Sir,

Submission of the Business Plan (ENT300)

Attach is the business plan title "**HAWA CO. ENTERPRISE - SCARVES**" to fulfil the requirements as needed as university requirements.

Below is the list of group members involved in completing this business plan:

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Thank you,

Yours sincerely

Syazlieana Binti Abd Ghani
General Manager

ACKNOWLEDGEMENT

In the accomplishment of this project successfully, many people have best owned upon us their blessings and the heart pledged support, this time we are utilizing to thank all the people who have been concerned with this project.

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EXECUTIVE SUMMARY

Hawa Co. Enterprise is a partnership business that sell the various types of hijab. It is in Setapak, Kuala Lumpur and expected to start operating on 4 January 2021. This business is managed by five partners in total. The highest position among the partners is general manager follows by financial manager, administration manager, operating manager, and marketing manager.

First of all, we have our administration plan to coordinate, ensure and maintain our company operation. In order to create an ergonomic and positive work environment and culture in the office, we will ensure all our staff are well-trained and supervised from time to time to develop an accountable employee. We also allocate some position of the manager to supervise and advise if there are any issue raised for each department. It consists of general manager, financial manager, administration manager, operation manager, marketing manager. Their roles are to make sure all the works must be done systematically in order to achieve organizational goals. Lastly, we provide a comfortable and healthy workplace for our employee. It is to establish an adequate circulation ventilation and lighting systems for them.

Furthermore, the purposes of our marketing plan are to produce a trustful and attractive resources, give appreciation to our loyal customers who registered as member with us by giving them discounted price, and lastly to develop a well-maintaining worker in order to handling customers. Besides, our current scarves to be introduces are Shawl Datul, Shawl Aisyah, Bawal Fiona, Bawal Bubble, Printed Sarung, Nabila Sport, and Innerscarft or Snowcap. We are hoping to expand the business in order to introduce more spent in future. For target market, we are primarily targeting Malaysian Women ages 13 to 40 and low income and high income. Next, the price of each unit under RM100 and cheaper with high quality product.

For our operational plan, we focus to improving in production to achieve target of our business product, and speed of response that will give the good service to them. We also make sure our quality product can give satisfaction to consumer. Otherwise, we have come out with a well-planned manufacturing process for our product. It is because we want the output produced has achieve our standard key performance index (KPI). Other than that, our business also has a list for the material requirements to avoid any wastage occur. The most important in our operational plan is to always keep updating our approval of license, permits and regulations required in our related business industry. It is to ensure that our company is comply with the rules and regulations state by laws.