



**FACULTY OF BUSINESS MANAGEMENT
DIPLOMA IN OFFICE MANAGEMENT (BA118)
BA1184C**

**FUNDAMENTALS OF ENTREPRENEURSHIP
ENT 300**

**FAWAH SCARF ENTERPRISE
SCARF**

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LETTER OF SUBMISSION

Diploma in Office Management (BA118)
Faculty of Business Management
Universiti Teknologi MARA Campus Jengka
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Miss,

Submission of the Business Plan (ENT 300)

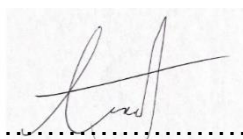
Attach is the business plan title “**FAWAH SCARF ENTERPRISE - SCARF**” to fulfil the requirements as needed as university requirements.

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

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NUR FARAH WAHIDAH BINTI TUMIRAN	2019529685
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Thank you,

Yours sincerely



.....
ALIF ROQIYUDDIN BIN YAZED
General Manager

ACKNOWLEDGEMENT

Firstly, I would like to show our gratitude to Allah S.W.T because of his blessing. I had done such a great task entitle, "Business Plan: Fawah Scarf Enterprise" with a great success.

I also would like to thank to my beloved lecturer, Miss Nurhani Izzati binti Mohd Hanifah because she is willing to help me from the beginning until the end of the project. Miss Nurhani Izzati binti Mohd Hanifah has given guidance, advises and instruction in order to do and complete this proposal. Alhamdulillah, after all the great works, finally the business proposal is successfully complete. Thank you for all my classmates, whom also helping me in giving ideas and information when needed.

I also send this greatest appreciation to my family for their moral support to do the best in this ENT300 assignment. Lastly, I would like to thank to all persons who had involved directly and indirectly. They had been a great helper to me in completing this business proposal. I believe that this business plan will give innovative ideas to encourage the local community into the challenge business.

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EXECUTIVE SUMMARY

Fawah Scarf Enterprise is located at Jalan KK 6/6, Bandar Baru Kubang Kerian, 16150 Kota Bharu, Kelantan. Our mission is to sell and produce the highest quality of “Scarf” that have its uniqueness and will be people’s choice for daily wear during this pandemic that are plaguing most countries. We offer an innovative product from high-quality materials with the latest technology which can ease our customers to do their daily activities. Our team always ensures to produce something affordable but maintaining the quality of products. The brand name of our product is cotton scarf, satin scarf and silk scarf. It is a different material that customers can try for their comfortable itself.

FAWAH SCARF designs an innovative product that is made from high-quality fabric that had make customer comfortable when they wear for a long period. Costs only involve basic services such as electricity, transportation and the wages of employees in the manufacturing process. The price of each scarf is so affordable which is only RM25.00 only and at the same time we also provide service for customer who want to customize their own scarf. Our sales forecast for the first year (2020) is RM313,200.00 based on the size of our market and our established market area. We are looking for as many stable operating lines as possible to fund our first year of growth in order to expand further. Together, the co-owners spent the right sum to satisfy the requirements of working capital.

A business plan is necessary for all entrepreneurs. It is prepared for a group of which are owners itself, bankers, customers, and employees. This plan includes in the business Plan chapter which consists of administration, marketing, operation, and financial plan.