



FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN BUSINESS STUDIES (BA111)

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FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

DE LEORA SCARVES

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LETTER OF SUBMISSION

Diploma in Business Studies (BA111)
Faculty of Business Management
Universiti Teknologi MARA Pahang Kampus Raub
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Miss Jolin Norshyme Hashim
Lecturer of Fundamentals of Entrepreneurship (ENT300)
Faculty of Business Management
Universiti Teknologi MARA Pahang Kampus Raub
27600 Raub Pahang

Madam,

Submission of the Business Plan (ENT 300)

In reference to the topic mentioned above, we would like to submit a proposal for our project paper on our ENT300 subject.

2. This business venture focuses on De Leora Scarves, and is more concerned with making scarves that are so easy to wear and ironless that make the wearer look simple yet elegant.

3. We had made our best effort to complete this business plan in compliance with the criteria and specifications provided in our syllabus. This business plan is intended to act as a blueprint and reference for the planned business venture, covering administration, production, operation, marketing and even financial aspects.

4. We hope that these business plans will work to your satisfaction. In order to make our project perform smoothly, we welcome any feedback or comments to help us develop ourselves as well.

Thank you,
Yours sincerely

Nur Aliyah binti Fahdlan
General Manager of De Leora Scarves

EXECUTIVE SUMMARY

De Leora Scarves is a business that can be listed as a Small Medium Enterprise (SME) that offers printed scarves to consumers. We are skilled in the design of scarves, which is the most important thing for Muslim women to wear. De Leora Scarves consists of five partners that invest the same amount of money and carry out various roles and obligations in order to run the business.

Through the long-term analysis and observation, we decided to set up this business because we can see a larger vision for the future in this field. What's more, we discover that women like to look beautiful and elegant. So, we're coming up with a fashionable and beautiful design of scarves that can be purchase at a reasonable price.

Apart from that, it has been acknowledged that there are many competitors active in the market of scarves. So we're taking on this challenge to try to set up our business and try to grow it. This is because we're competitive with the skills and creativity to pick on this challenge market.

Since our company is listed as a new company on the market, it is clear that there are many things that we need to consider in order to allow our company to succeed on the market, as there are many people who are interested in business today.

Thus, in conclusion, we hope that De Leora Scarves will be a well-known business around the nation and be able to offer more and more service from time to time. We also expect that the market for printed scarves will rise every year as human population grows. Finally, it is our joy to be a benchmark for other people who are involved in starting a company.

1. BUSINESS BACKGROUND

1.1 INTRODUCTION

The main activity of De Leora Scarves is producing new trend of scarves with the variety of new design and colour. The store is located at Lot 61071, Ground Floor Taman Semarak Seroja Kampung Batu 3 Binjai, Jalan Air Putih 24000 Kemaman, Terengganu. The chosen location can be considered as strategic place since it near to the city centre and also shopping mall.

Thus, many people would be drawn to the store. De Leora Scarves also offers the customer a simple but sophisticated design of scarves that catches the eye and the new design that meets customer requirements. Something different about our products is that we offer in a reasonable price apart from our quality that is undeniable.

To be true, there are too many scarves business on the market. However, we are taking the risk of opening this business because we believed that the scarves that we produced differ from others and always keep up with young people but at the same time still adhere to Islamic law. Furthermore, we have noticed that young people today, particularly students, need scarves that make them easier to wear and fit in with their fashion style.

That is why we choose this business, not because of the profit that we will earn but also the satisfaction of the customer that we concern for. Moreover, we agree that young people nowadays always keen to wear a scarf that is always easy to wear because it saves their time. We therefore provide scarves to allow young people to wear the scarves real quick, as they are not ironable and simple to shape.