



اَبُو سَيِّدِي تَكُونُ لَوْ كُنَّا مَبَارَا  
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**ELEGANCE KURUNG**

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## **1.0 EXECUTIVE SUMMARY**

### **1.1 Brief Description**

Elegance Kurung Sdn Bhd is a Malaysian startup based in Kuala Lumpur that will launch in 2025. The company's focus is to provide modern baju kurung that are affordable to all Malaysian women between the ages of 25 and 45 (RM99-RM120), while incorporating traditional floral patterns with contemporary lace embroidery and puffy sleeves. Elegance Kurung plans to use e-commerce channels, such as Shopee, TikTok, and festive pop-ups, to gain a share of the growing MD\$5.24 billion modest fashion market (growing at approximately 11.53% CAGR) through 2029.

The company was started with RM250,000 (RM150,000 personal/loan funding). A major component of the company's mission and vision includes operating in a manner that makes a positive impact on society. At least 25% of workforce positions will be filled by skilled tailors from the poor, orphans and former prisoners through partnerships with zakat bodies and prison programs. The result of this social enterprise approach results in a savings of 15% on cost of goods sold (COGS) through the investment and training of this skilled workforce, while empowering the community.

Financial projections are projected to exceed Year 1 revenue of RM850,000; and to reach Year 3 revenue of RM3,200,000 with a net margin of at least 35% and break even within 12 months. Elegance Kurung is operated by a small, highly focused 10-person team, all reporting directly to the Founder/CEO. Through its unique combination of profitability, cultural heritage and ethical hiring practices, Elegance Kurung is pioneering the new norm of modest apparel entrepreneurialism in Malaysia.

### **1.2 Mission Statement**

Our Mission is to provide elegant modest fashion inspired by and incorporating the rich cultural heritage of Malaysia with a contemporary twist while providing a sustainable source of income and training in skills to underprivileged sections of society, thus demonstrating that a profitable business can promote and create positive social change.

### **1.3 Products/Services Offered**

Our customizable Baju Kurung collection redefines affordable luxury by blending contemporary silhouettes with traditional craftsmanship. Our product range, which includes Baju Kurung, starts at RM99 and goes up to RM120. The designers selected Shantung silk because its crisp texture and beautiful sheen create a perfect foundation for their design, which features voluminous sleeves and detailed lace embroidery, targeting modern women who follow fashion trends.

The brand uses an 80/20 omnichannel model, which enables it to expand while maintaining close relationships with customers through Shopee and TikTok Shop, which generate high digital sales through their viral content and live product demos, and through their physical pop-up stores, which allow customers to touch and test the fabric materials. The interactive hangtag, which accompanies each garment, functions as a customization tool and displays the brand's essence through artisan stories, which describe the process used to create the embroidery designs. The approach creates a distinct experience that develops a personal relationship between the user and the cultural background of their outfit, which was made by skilled artisans.

### **1.4 Competitive Advantage**

By employing 25-30% of our staff from disadvantaged populations, including asnaf and formerly incarcerated individuals, we are changing the way modest clothing is produced and perceived in society today. This methodology will provide us with an advantage financially (15% Cost of Goods Sold savings) as well as help us create an ethical brand equity that will allow us to build a sizeable presence within the huge \$5.24B modest fashion industry with our mission-based approach versus traditional mass manufacturers.

### **1.5 Brief Financial Forecast**

- **Financial Bridge**

This mission-driven model reduces COGS from industry-standard 55% to 46.75% of revenue, inflating gross margins by 18 points to 53.25% outpacing competitors like Zoe Arissa and enabling 55% higher net profits at scale.   paraphrase

- **Market positioning**

Traditional mass manufacturers lack this ethical narrative, limiting their appeal, and your approach builds loyal premium segments, projecting rapid 20% annual growth in Malaysia's modest wear sector. Paraphrase

## 1.6 Management Team

Our leadership team is structured to balance high-level strategic growth with hands-on social empowerment. We currently operate with a lean team of 12 total staffs, optimized for agility and cost-efficiency.

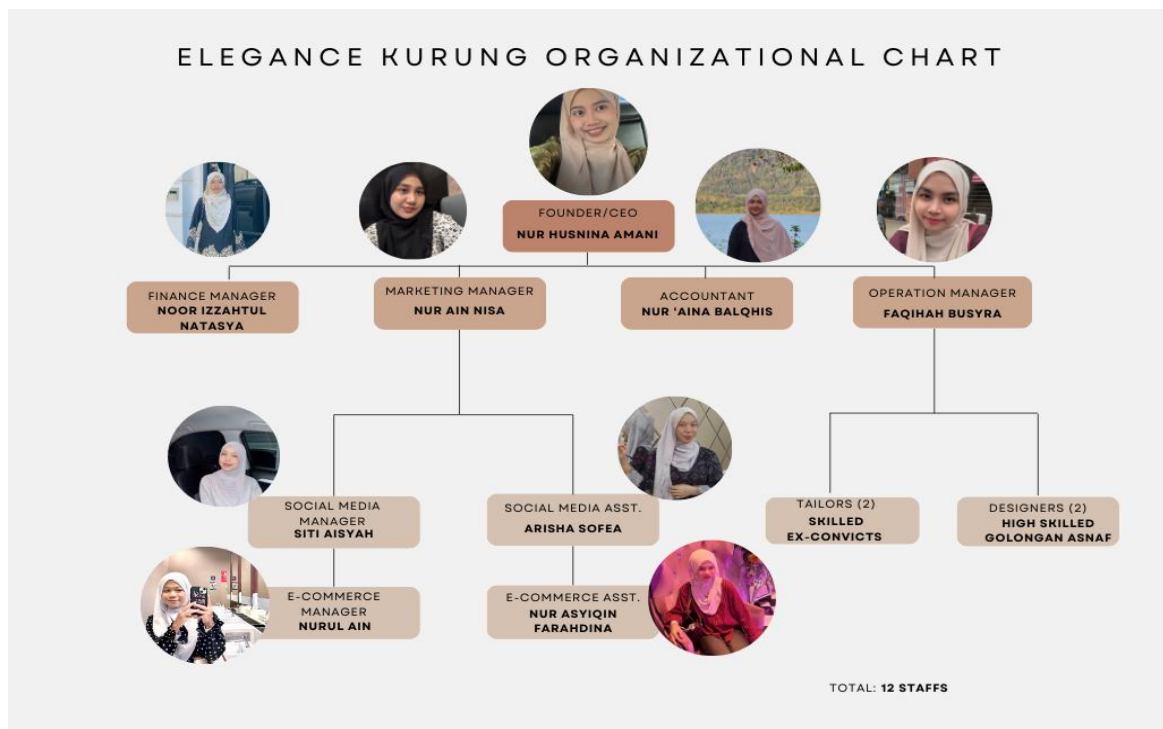


Figure 1: Organizational Chart

### 1.6.1 Key Leadership Roles

- **Founder/CEO (Strategic Planning & Community Engagement)**

Responsible for the overall brand strategy, managing relationships with investors and creating high-level partnerships with Zakat organizations and Non-Governmental Organizations (NGOs). Drives the "Community Engagement" program in searching for candidates who have been historically marginalized.

- **Operations Manager**

Responsible for overseeing the daily operational processes. This position is extremely important because it directs the incorporation of the social workforce into the production process while ensuring that a 15% reduction in COGS (cost of goods sold) is achieved through efficient production techniques.

- **Marketing Manager**

Responsible for developing the ethical branding strategy. Responsibilities include storytelling, building customer loyalty through highlighting the social impact of the brand as compared to traditional mass market brands.

- **Finance Manager**

Responsible for managing the financial health of the business, primarily through maximizing the two major sources of governmental support (incentives) and tax deductions for social hiring and reinvestment strategies.

### **1.6.2 Support & Specialized Roles**

- **Accountant (External):** The ability to outsource your accounting function ensures the most accurate compliance with regulations and provides Shariyah compliant financial reports without incurring excessive fixed costs internally.
- **(Team) social media & E-commerce:** This is comprised of four people (two on social media and two e-commerce assistants). This group manages both our online store and our presence on social media to maintain a high level of engagement within the competitive USD 5.24 billion modest wear sector.

### **1.6.3 The Impact Workforce (Production Core)**

Tailors Provide Significant Benefits to Branding, Efficiency and Cost Savings Our primary production unit consists of beneficiaries, orphans and ex-convicts. We have moved around 30% of this workforce from an outside vendor to our company under the direction of the Operations Manager. This provides direct vocational training for the workers and eliminates the costs of a middleman.

## 1.7 Financing Requirements & Return Expected

### ➤ Financing Requirements Table 1

Source	Amount (RM)	Notes
Equity Investors	250,000	Launch capital
Lembaga Zakat Selangor	50,000	Zakat capital for social mission (proven via asnaf programs)
Total	300,000	6-month runway

The company has raised a total of MYR 300,000 in funding, which will give the brand a stable six-month operational runway for the purpose of securing the long-term sustainability of the brand. Equity investors, who have invested MYR 250,000 to be the initial launch capital for infrastructure and scale, are the main source of this capital.

In addition to this private investment, there is a grant of MYR 50,000 from Lembaga Zakat Selangor. This grant is linked to the brand's social purpose, being like zakat capital to the uplifting of the community. The collaboration is backed by certified asnaf programs; thus, the company is not just after commercial success but also social impact through providing sustainable livelihoods for the needy.

➤ **Financing Requirements Table 2**

<b>Category</b>	<b>Amount (RM)</b>	<b>Details</b>
<b>10 Sewing Machines</b>	46,000	Full capacity for 10 tailors
<b>Fabrics (Initial)</b>	50,000	500 units ethical modest wear
<b>Product Development</b>	20,000	Prototypes/sampling
<b>E-commerce/Marketing</b>	20,000	Shopify launch + social
<b>Legal/Setup</b>	14,000	SSM, halal certification
<b>Total</b>	150,000	

For the ethical modest wear venture to be launched, an initial investment of MYR 150,000 is needed in total. The production and raw materials portion is the largest of this budget with MYR 50,000 assigned for initial fabrics to create 500 units and MYR 46,000 reserved for 10 high-capacity sewing machines to prepare a complete team of tailors

To maintain the brand's quality and market readiness, MYR 20,000 is set aside for product development, which includes the making of prototypes and sampling, while another MYR 20,000 will be used for the e-commerce launch on Shopify and the beginning of social media marketing activities. Finally, MYR 14,000 will be used for legal and administrative costs that are necessary, including SSM business registration and getting Halal certification.

## **1.0 COMPANY PROFILE**

### **2.1 Details of Company**

Elegance Kurung Sdn Bhd is a private limited company (Sdn Bhd) incorporated in Q4 2024 with SSM registration, headquartered in Kuala Lumpur, Malaysia. Operating as a social enterprise in the modest fashion sector, we specialize in modern baju kurung production and e-commerce distribution.

#### **2.1.1 Logo**



**Figure 2**

**Name: Elegance Kurung**

#### **2.1.2 Vision**

By 2030, we aim to be the top modest fashion social enterprise in Malaysia, empowering 1,000 disadvantaged workforce members with sustainable jobs and taking 5% of the Malaysian modest fashion industry worth RM5.24 billion, and showing that a profitable organisation is able to contribute towards a positive change in society.

### **2.2 Company History**

Elegance Kurung Sdn Bhd came into existence in the last quarter of 2024 in Kuala Lumpur with the singularly defined dual-purpose to make high-quality, modern modest wear accessible to everyone and to be the social mobility's advancer in Malaysia. The founder took noting of the huge and MD\$5.24 billion modest fashion market gap for modern yet cheap apparel (priced from RM99 to RM120) and underpinned the brand that would combine the classic cultural legacy with today's aesthetic.

The company's very being is based on the "Social Enterprise" model. In contrast to the traditional retail startups, Elegance Kurung was developed with a partnership-first policy, engaging with zakat organizations and supporting prison rehabilitation programs to pick its labourers. By bringing in and improving the skills of the people from the asnaf, orphanages, and former convict communities, the company not only turned its social mission into a competitive tool but also managed to cut down on a substantial amount of the cost of goods sold (COGS) through a highly skilled, dedicated, and internal production team that was only 15% less than the market price.

The brand's journey started with a digital-first approach to attract women aged 25-45 through their online shopping habits and in 2025 from a concept to a market player. By employing the use of floral patterns along with the combination of modern lace and puffy-sleeve silhouettes, Elegance Kurung has ushered in a "New Norm" in the business where the interests of the economy and the moral employment practices are compatible.

### **2.2.1 Progress Timeline**

The strategic evolution of Elegance Kurung Sdn Bhd is defined by a three-phase transition from structural foundation to market leadership. The journey started with **Phase 1** (Q4 2024) characterized by Foundation and Capitalization and coincided with the incorporation of the firm with SSM in Kuala Lumpur. During this time, the company was able to raise a seed fund of RM250,000—a strategic mix of RM150,000 in personal and loan capital together with a sponsorship of RM75,000 from LZS—while also recruiting a core management team of 10 persons who are high-efficient and lean to direct the activities.

With company moving to **Phase 2 (2025)** the center of activity changes to Operationalization and Launch represented by the triggering of its unique social enterprise model. During this phase, the first-generation workforce will be in place, with 25% of the positions taken by trained individuals from the asnaf and rehabilitated community. This period also marks the official market entry of the brand through Shopee, TikTok Shop, and festive pop-ups with a revenue target of RM850,000 in Year 1 achieved by selling modern designs in the price range of RM99–RM120.

The path proceeds towards **Phase 3 (2026)** where Certification and Scaling will be the main focus. One of the main goals of this year will be the granting of the official Halal

Certification which is expected to not only secure the trust of consumers but also open up new markets as the brand is getting ready to export. The company also expects to reach the break-even point in 12 months of operation within this time-frame, thus securing the necessary stability for increasing production capacity. These activities will lead to the emergence of Elegance Kurung with a Year 3 revenue target of RM3.2 million, supported by a strong 35% net margin, thereby establishing a new benchmark for ethical and profitable modest clothing in Malaysia.

### **2.2.2 Legal Structure**




The topic refers to a private limited company (Sdn Bhd) that is fully owned by Malaysians and was registered with the Companies Commission of Malaysia (SSM) in the last quarter of 2024. It is given a very good position in the Shariah-compliant market and is also very discerning on its path to achieving the Halal certification with the expected date of 2026 for the certification. The governance model is marked by a strong ownership structure, with the Founder and CEO as the main shareholder, supported by the top management with shareholdings in the company that are non-volatile, making the operations aligned with the company's power structure.



The firm has a financial plan that includes an authorized capital of RM500,000 of which RM250,000 has been issued as the company's seed capital. The Company's funding plan is to have a total capital stack of RM300,000 which is made up of a RM150,000 personal investment combined with debt as the baseline, a RM75,000 institutional sponsorship from Lembaga Zakat Selangor (LZS), and a RM75,000 equity raise. The company's capital structure indicates that the company will not entirely depend on the founders' commitment, nor will it rely on social-development grants or private equity for its early-growth period.

### **2.2.3 Key Partnership/Management**

Elegance Kurung's strategic partnerships provide the 15% COGS savings and market credibility necessary for RM1M Year 1 revenue while de-risking operations and enhancing our social mission.

Partnership & Role Table:

Partner	Role & Impact
<p><b>Lembaga Zakat Selangor (LZS)</b></p>  <p><b>Figure 3</b></p>	<p>MYR 75k as zakat fund and admission of needy workers from 25% of the workforce is an indication of fair recruitment and training programs.</p>
<p><b>Prison Department Malaysia</b></p>  <p><b>Figure 4</b></p>	<p>Expert ex-inmates' tailors; a rehabilitation-to-employment pipeline, where 3 pilot tailors have already been trained</p>
<p><b>Shopee Malaysia</b></p>  <p><b>Figure 5</b></p>	<p>These technology-dependent platforms have the highest chances during the Hari Raya celebration. The logistically complex costs of the Baju Kurung are usually managed online via e-commerce.</p>

Partner	Role & Impact
<p data-bbox="327 517 632 551"><b>Tiktok Shop Malaysia</b></p>  <p data-bbox="421 831 539 864"><b>Figure 6</b></p>	<p data-bbox="794 517 1358 656">Sell eagerly to the 200+ pre-orders of the Gen- Z/Millennials through viral marketing in #ModestFashion.</p>
<p data-bbox="311 943 647 976"><b>Ethical Fabric Suppliers</b></p>  <p data-bbox="421 1346 539 1379"><b>Figure 7</b></p>	<p data-bbox="794 943 1369 1193">The bulk supply of cotton and linen through asnaf sourcing networks will be at 10% lower than the market price, while the royal-inspired blends will be used to ensure the cultural authenticity.</p>

The competitive advantage of Elegance Kurung is made up of several key partnerships that provide our company with the cost savings of 15% C.O.G.S. and our market positioning. Lembaga Zakat Selangor has offered a MYR 75K sponsorship, and they have helped us recruit asnaf tailors that account for 25% of our team's workforce, in addition to providing training programmes. Prison Department Malaysia has provided ex-convict tailors through their rehabilitation-to-employment programme, which has already provided us with 3 trained tailors.

Shopee Malaysia is our main e-commerce platform, with an integrated festive campaign in which we offer kurungs for RM99-120. TikTok Shop Malaysia is a source of

#ModestFashion viral marketing and live selling, resulting in over 200 pre-orders. Finally, ethical fabric suppliers offer bulk purchase of cotton/linen for 10% below the current market price with the help of asnaf networks, allowing us to produce blended cotton and silk for authentic *songket*-inspired designs. Together, these partnerships allow us to produce a monthly capacity of up to 1,000 units from day one, de-risked funding at a rate of 50%, and authentic social proof that demonstrates how we are separate and different from Zoe Arissa in the RM5.24B modest fashion industry.

### **3.0 INDUSTRY ANALYSIS**

The Malaysian traditional clothing marketplace has grown significantly within the last few years. There has been an increase in the popularity of contemporary and fashionable versions of the baju kurung, which has created a large market for women's traditional apparel that has been projected to generate RM1.2 billion in sales with an average annual growth rate of 5%-7% due to consumers looking for modern styles that retain their cultural and traditional roots. Forecasts indicate continuing growth, particularly around holidays such as Hari Raya or around weddings and corporate events when there is increased demand for sophisticated and high-end baju kurung. Infographics illustrating historical patterns of growth as well as peak times for sales should assist with visualizing these purchasing behaviours.

The industry trends highlight some of the elements that are affecting the way customers buy clothing. The rise in disposable income for the middle and upper classes of women is encouraging them to buy luxurious traditional clothes. The social trends show that today's Malaysian women prefer to wear modest clothing due to the influence of their current lifestyle, as well as the need for clothing that is comfortable, stylish and versatile. There are tech-related developments, such as social media marketing, digital customization and e-commerce, that can create new channels for business-to-consumer interactions and showcase new product collections. The political and legal regulations regarding fair trade, textile imports and the protection of original ideas through intellectual property are influencing the way business owners set prices and determine production strategies.

#### **3.1 Key Success Factors for ELEGANCE KURUNG:**

1. Unique and High-Quality Designs

Baju Kurung Elegance differentiates itself from other Baju Kurung stores by offering styles of Baju Kurung that reflect the latest trends in fashion while still being respectful to traditional aesthetics. All patterns are designed specifically for Baju Kurung Elegance using only the finest silk, chiffon and lace. This creates a distinct visual appearance that is not typically found at mass retailers. Baju Kurung Elegance maintains customer loyalty through its combination of original designs and fine fabrics.

## 2. Strong Digital Presence and Marketing Strategy

Utilizing social media platforms ("Facebook", "Instagram", and "TikTok") allow ELEGANCE KURUNG to reach its customers in an engaging way. Not only do these interactive platforms provide an opportunity for ELEGANCE KURUNG to showcase its latest products, share styling tips, and engage with happy customers, they also enable the boutique to provide the convenience of online shopping with shipping across Malaysia via E-Commerce sites. This combination of a multi-channel strategy offers ELEGANCE KURUNG to reach a larger audience, attract younger customers, and position the brand as a contemporary as well as an approachable and traditional retailer.

## 3. Efficient Supply Chain and Inventory Management

In creating a consistent supply chain, ELEGANCE KURUNG has established partnerships with vendors supplying the best materials, they also invest in inventory management systems to track stock levels and predict future demand. This seamless supply chain has allowed them to reduce the amount of time needed to produce a garment, reduce waste by eliminating unnecessary shipping costs, and ultimately, it has helped build and develop customer trust in the brand by guaranteeing the customer will receive their products on time.

## 4. Seasonal and Trend Responsiveness

It is common for the fashion industry to change with the seasons due to increased consumer demand during festive periods, wedding seasons and cultural events. For, ELEGANCE KURUNG to remain appealing and keep their designs up to date, they monitor customer feedback, seasonal demand trends and fashion fads. By being proactive and changing quickly to meet customer expectations and fashion trends, a boutique like ELEGANCE KURUNG can reduce excess inventory and maintain profitability

### **3.3 Long-term prospects**

The future of the baju kurung industry in Malaysia looks promising due to the increasing demand for modern traditional attire. Businesses that innovate while remaining true to the cultural roots of the baju kurung will benefit from a competitive edge. ELEGANCE KURUNG has developed a unique design style supported by exceptional customer service, a strong internet presence, and highly efficient operations, thus providing an excellent opportunity to capture additional market share and build a loyal customer base.

ELEGANCE KURUNG is set to continue growing long-term as long as they stay ahead of changing trends, adopt new technologies, and maintain high quality standards. Over the next few years, ELEGANCE KURUNG will further increase its market share and enhance their brand awareness while helping develop Malaysia's traditional clothing industry through their combination of tradition and modernisation.

The increased demand for modesty items by international consumers and the growth of eCommerce have opened opportunities for ELEGANCE KURUNG to further reach international customers. With partnerships with influencers, social media advertising, and online sales channels, the boutique can begin selling to both an international market and a younger demographic. This will create additional streams of income as well as greater brand visibility.

Another significant factor in achieving long-term success in this industry will be maintaining excellent relationships with customers as well as operating at the highest standards possible. By providing great value and quality, as well as promoting cultural integrity, ELEGANCE KURUNG can continue to build a strong brand that can evolve with changing consumer tendencies and economic factors, making it one of the best boutiques in the traditional fashion industry in Malaysia.

## **4.0 PRODUCT OR SERVICE DESCRIPTION**

### **1. Product features**

Elegance Kurung Boutique sells sophisticated, yet modestly stylised Baju Kurung designed to combine current day trends in fashion with the traditional values of Malaysia. The material used to create their products includes Cotton, Satin, Crepe, Chiffon and Silk selected for their

comfort, durability and high-end finish. Each of the company's designs is produced with high-quality craftsmanship that represents the use of exceptional tailoring, sophisticated cutting techniques, and meticulous attention to detail, such as button placements, lace detailing, pleats, and embroidery. In addition to offering a wide variety of colours, patterns and sizes, the boutique's merchandise is suitable for many different types of customer preferences, including formal occasions, holiday seasons, and casual days.

## **2. Product functions**

Elegance Kurung apparel is designed to provide fashionable and comfortable modest clothing for all occasions, including family gatherings, special events, office wear, and parties. Because of its flexible design, a customer can wear the same outfit to multiple events with only slight changes in styling. In addition to creating well-fitting clothing, the boutique's styling advice helps clients develop their self-image and confidence, ensuring that each outfit is appropriate for the individual's body type and the occasion for which it will be worn.

## **3. Pricing strategy**

The pricing strategy used by Elegance Kurung Boutique follows a value-oriented perspective, with a reasonable price for the type of product being purchased within the client demographic while being able to offer a high-quality product. A Baju Kurung that is ready made can be purchased for between RM99 and RM120 depending on the style and design. For custom designs, the price can go up to RM150 based upon the fabric selected and the details included in the design, as well as other items added as embellishments. This pricing structure has allowed the boutique to remain an aggressively competitive business within the region and serve both budget-conscious customers as well as those who seek out more elaborate clothing options.

## **4. Virtual prototype**

The Elegance Kurung Boutique uses digital sketches and 3D design previews as virtual prototypes for their garment designs before they go into production. By allowing customers to view fabric selections, colour combinations, cutting techniques, and the overall look of the designs in advance, virtual prototypes help reduce the chance of clients not being satisfied with their finished purchases or experiencing design flaws. In addition to helping customers

browse, compare and confidently place their orders, virtual prototypes are a vital part of the online marketing process for custom designs through social media and digital catalogues.

## **5. Market positioning**

Elegance Kurung Boutique competes in the mid-range category with other fashion companies that offer high quality, low-priced Baju Kurung. Whereas many fashion companies use mass produced clothing, Elegance Kurung also emphasizes the importance of quality fabrics, precision sewing and stylish designs. Therefore, Elegance Kurung does not compete in the low-priced category. Conversely, Elegance Kurung is not positioned as a high-end luxury label, which allows middle class consumers to have fashionable and modest clothing without paying the high prices typically associated with luxury.

Elegance Kurung is a strong and sustainable alternative within the local fashion industry as it creates a bridge between low-priced mass market retailers and high-end designer boutiques. Elegance Kurung accomplishes this by providing readymade designs at competitive prices and affordable custom-made options.

## **6. Value position**

- **Affordable Price**

Purchasing fashionable but modest Baju Kurung (Dresses) will allow customers to save compared to expensive designer clothes or other types of boutiques that charge a premium for apparel.

- **Quality Material**

The use of quality materials creates comfort and durability, resulting in fewer replacements and greater value to the wearer.

- **Customized Options at an Affordable Rate**

The opportunity to create customized and tailored garments is typically available to consumers through traditional tailoring services. These customers can take advantage

of a wider range of customization options at a lower price than most traditional tailoring services offer.

- **Versatile Styles**

The versatility of some styles eliminates the need for customers to purchase separate outfits to wear to work or other events, therefore lowering the total cost of owning all those outfits.

- **Reduction in Alteration Costs**

Because all garments produced are made to an individual's custom measurement requirements, customers do not have to incur additional costs associated with alteration of those garments.

## **7. Customer demand**

- **Holiday Shopping**

The holiday season, especially during festivals such as Hari Raya, creates a significant spike in demand for baju kurungs as shoppers purchase them to wear during this festive period.

- **Weddings & Special Occasions**

A custom made baju kurung that has a formal look is important for weddings and special events.

- **Custom Made Baju Kurung**

Custom made baju kurungs are quickly rising in popularity as people desire garments that fit them well and are designed specifically for them—especially for their significant life events.

- **Long-term Clients**

When customers are satisfied with the quality of their baju kurung, they tend to return for additional orders; thus, there is a consistent demand for them throughout the year.

## **8. Existing competition**

- **Local Boutiques**

You can find many local businesses, both small and medium, that offer a wide range of both traditional and modern Baju Kurung fashion, as well as a selection of local shops in the area.

- **Online Specialty Retail**

Baju Kurung can be conveniently purchased through social media and other online retail platforms at low prices.

- **Tailor Shops**

While custom-made Baju Kurung are offered by tailors and are generally more expensive with longer production times.

- **Large Local Brand Names**

Major brand names in Baju Kurung have significant brand recognition and visibility resulting in large numbers of customers.

- **Low-Cost Mass Production Retailers**

Although prices may be lower, mass-market retailers tend to provide lower quality materials, in many cases, than local boutiques; and their designs tend to be less unique than those found in local boutique storefronts.

## **5.0 MARKET ANALYSIS AND STRATEGY**

The purpose of this analysis is to identify the target market, assess the business competitive environment, as well as formulate appropriate marketing strategies to ensure the competitiveness and business continuity of Elegance Kurung. Therefore, this section will discuss the best market analysis and marketing strategies for this business. This market analysis will provide an understanding of customer needs and market conditions in seizing business opportunities, while market strategy explains the approach used to attract customers and increase the profitability of Elegance Kurung's business.

### **5.1 Market Analysis**

Market analysis refers to the process of evaluating the market environment, identifying target customers, analysing competitors, and evaluating demand for a product or service. This

analysis is very important to help with losses and reduce risk in making more efficient future decisions.

For Elegance Kurung, this market analysis focuses on the fashion industry or sharia clothing in Malaysia, especially traditional clothing such as baju kurung. Baju kurung is still in high demand because of its suitability to be used as a daily wear, workplace and festive clothing for the Malays in Malaysia.

### **5.1.1 Marketing objectives**

Marketing objectives refer to the goals that a business wants to achieve through marketing activities. Therefore, clear objectives help businesses plan new strategies and evaluate effectiveness.

#### **Marketing objectives of Elegance Kurung**

1. Increase Elegance Kurung brand awareness through online platforms
2. Attracting New customers from the target market
3. Achieve consistent monthly sales growth
4. To become the largest baju kurung business in the whole of Malaysia

This objective can support the growth and business continuity of Elegance Kurung in the long term.

### **5.1.2 Market Segmentation**

This market segmentation can help businesses identify specific customer groups and focus marketing efforts more effectively.

#### **Elegance Bracket Market Target**

- Women aged 18 to 60 years old
- Students, working class, and housekeepers
- A middle-class group that prioritizes elegant and classy clothes at affordable prices

#### **Market segmentation of Elegance Kurung**

- Geography: Malaysia
- Demographics: Female, aged 18-60 years

- Psychography: Adopt a polite lifestyle, sensitive to fashion and quality over price.

### Data Collection Methods

The market data collected by Elegance Kurung is through informal online surveys, social media observations, as well as comparisons of existing baju kurung brands on platforms such as Instagram, TikTok, Lazada, and Shopee. This method helps to identify customer in terms of pricing, design and purchasing channels

#### 5.1.3 Competitor Analysis

This competitor analysis is conducted to identify direct and indirect and potential competitors in the market. This analysis can help businesses understand the competitive position and identify opportunities to differentiate products.

#### Competitor Analysis Table:

Competitors	Type	Strengths	Weaknesses
Established local baju kurung brands	Direct	Strong brand recognition, consistent quality, loyal customers	Higher prices, less affordable for students
Online baju kurung sellers (Instagram/Shopee)	Direct	Lower prices, wide variety of designs, easy online access	Inconsistent quality, limited customer service
Boutique-based baju kurung businesses	Indirect	Unique designs, personalised customer service	Limited market reach, higher operational costs
Tailor-made baju kurung services	Indirect	Custom sizing, personalised designs	Higher prices, longer production time

Based on this analysis, Elegance Kurung can be in position its business as a ready-made baju kurung brand that offers elegant design, consistent quality and affordable prices through its online platform.

#### **5.1.4 SWOT ANALYSIS**

This SWOT analysis is used to evaluate internal and external factors that influence business performance.

1. **Strengths:** Elegant design, affordable price, focus on shariah-compliant fashion
2. **Weakness:** New and lesser-known brand
3. **Opportunities:** High demand for modest clothing and increased sales during the festive season
4. **Threat:** Fierce competition in the online fashion market

Overall, market analysis shows that Elegance Kurung has the potential to compete in the shariah-compliant fashion industry in Malaysia.

#### **5.2 Market Strategy**

Market strategy refers to the approach used by businesses to differentiate products from competitors and attract customers. A clear strategy helps businesses achieve marketing objectives.

Elegance Kurung uses the 4P strategy, which is product, price, promotion, and distribution.

##### **1. Products**

Elegance Kurung offers modern and elegant baju kurung made of comfortable fabrics. Products are available in a variety of sizes and are suitable for daily, work, and festive wear

##### **2. Pricing**

The pricing strategy is affordable and competitive to attract students and the working class, while maintaining reasonable profit margins.

##### **3. Promotions**

Promotional activities are mainly carried out through social media such as Instagram and TikTok. Promotions include product visual content, customer reviews, Collaborations with influencers, and seasonal promotions

#### **4. Place/Distribution**

Products are marketed through online platforms such as Shopee, TikTok, Lazada, WhatsApp, and Instagram. This method allows businesses to reach a wider market with lower operating costs.

### **6.0 OPERATIONS PLAN**

This operations plan describes in detail how the business Elegance Kurung will be managed in terms of daily operational activities, production processes, human resource utilization, as well as facility and supply management. A systematic operational plan is essential to ensure that every product produced meets the established quality standards and can consistently and efficiently meet customer demand. In addition, this plan provides a clear operational framework that supports smooth coordination between production and management functions. It also ensures optimal use of resources to minimize operational costs and improve productivity. Overall, an effective operations strategy contributes to the long-term sustainability and competitiveness of the business.

#### **6.1 Development**

To date, Elegance Kurung has undertaken several business development activities, including market research to understand the needs and preferences of the target customers for both modern and traditional baju kurung. In addition, the business has identified a strategic operating location, high-quality fabric suppliers, skilled tailors, and accessory suppliers such as buttons, zippers, and lace.

Elegance Kurung plans to collaborate with reputable local fabric suppliers to ensure a consistent supply of high-quality materials. The development process also involves planning a systematic production workflow, beginning with the design process, fabric selection, fabric cutting, sewing, quality inspection, and finally product packaging before distribution to customers or sale through online platforms.

#### **6.2 Production**

Elegance Kurung focuses on the production of traditional women's apparel, specifically modern and classic baju kurung. Each set of baju kurung is produced with careful attention to

stitching quality, wearer comfort, and neat finishing. The production time for one set of baju kurung is estimated to take between 3 to 5 working days, depending on the design, type of fabric, and level of detailing required. The business is expected to be fully ready to commence production within one month after all equipment, workforce, and raw materials are prepared. Production will be carried out in stages to ensure effective and consistent quality control.

### **6.3 Facilities**

The operations of Elegance Kurung will be conducted in a rented premises with an estimated size of 800 to 1,000 square feet. The premises will include a sewing area, fabric cutting area, storage space for fabrics and raw materials, and a small office area for management and administrative purposes. The location is selected based on strategic factors such as accessibility, reasonable rental costs, and a suitable environment for sewing operations.

The estimated rental cost for the premises is approximately RM1,500 to RM2,000 per month, inclusive of utility expenses such as electricity, water, and internet services. Elegance Kurung will also ensure compliance with all legal requirements, including obtaining business licenses, zoning approvals, and necessary permits prior to commencing full operations.

### **6.4 Staffing**

To ensure smooth and well-organized operations, Elegance Kurung requires a sufficient and skilled workforce. The planned staffing structure is as follows:

1. One operations manager responsible for overseeing daily operations.
2. Two full-time tailors skilled in baju kurung tailoring.
3. One operations or administrative assistant.

### **6.5 Equipment**

All employees will be hired on a full-time basis. Basic training will be provided, particularly in sewing techniques, safe operation of sewing machines, time management, and adherence to the company's established quality standards. Equipment plays a vital role in supporting a smooth and efficient production process and directly influences the overall quality of the final products. The main equipment required includes industrial sewing machines, overlock

machines, fabric cutting machines, steam irons, and fabric cutting tables, which are essential for ensuring precise stitching, neat finishing, and consistency in product quality. The use of appropriate and reliable equipment also helps improve production efficiency and reduce errors during the manufacturing process.

All equipment will be purchased directly from reliable local sewing equipment suppliers with proven credibility and product quality. The estimated initial investment for equipment ranges between RM10,000 and RM15,000, reflecting the scale of initial operations. Regular maintenance and periodic inspections will be conducted to ensure optimal performance, extend the lifespan of the equipment, and minimize the risk of operational disruptions that could affect production schedules and customer satisfaction.

## **6.6 Supplies**

The primary raw materials for baju kurung production include fabrics such as cotton, satin, and crepe, as well as supplementary materials such as threads, buttons, zippers, lace, and plastic packaging. These materials will be sourced from reputable fabric wholesalers capable of providing a consistent and reliable supply to support ongoing production activities. Selecting quality raw materials is essential to ensure durability, comfort, and overall product quality.

Inventory management will be conducted systematically by recording material usage and remaining stock levels on a regular basis to prevent wastage and material shortages. Proper inventory control also helps the business plan production schedules more effectively and reduce unnecessary costs. This approach is essential to ensure uninterrupted production processes and timely fulfilment of customer orders, thereby maintaining customer satisfaction and operational efficiency.

## 7.0 MANAGEMENT TEAM

The management structure of Elegance Kurung Sdn Bhd is strategically designed to balance commercial profitability with our identity as a Social Enterprise (SE). As a startup, our leadership team is structured to be “learn and mean,” ensuring that overhead costs are kept low while maximizing the output of our specialized workforce,

### 7.1 Organizational Chart

The company utilizes a Functional Structure. This allows for clear lines of authority where every department head reports directly to the Founder/CEO. This is particularly important for our business model, as it ensures that the social mission of hiring *asnaf* and bekas banduan is integrated into every department, from production to finance.

<b>Founder / CEO</b>	Strategic vision, investor relations, and high-level partnerships with Lembaga Zakat Selangor (LZS) and the Prison Department.
<b>Operations Manager</b>	Manages the production cycle, inventory, and the 15% COGS reduction strategy. Leads the vocational training for the <i>asnaf</i> and ex-convict workforce.
<b>Marketing Manager</b>	Leads ethical branding and "storytelling" campaigns. Manages the digital presence across TikTok and Shopee to drive the RM850k Year 1 revenue goal.
<b>Finance Manager</b>	Oversees cash flow, manages the RM300k startup capital, and secures government tax incentives related to social enterprise hiring.

### 7.2 Key Management Personal

#### 7.2.1 Founder and Chief Executive Officer (CEO)

The Founder acts as the primary visionary for Elegance Kurung. Beyond daily administration, the CEO’s main responsibility is Stakeholder Management. This involves maintaining the crucial relationship with Lembaga Zakat Selangor (LZS) and the Malaysia Prison Department. The CEO ensures that the company stays true to its mission of providing “Modest Fashion

with a Mission” while seeking out expansion opportunities into the RM5.24 billion modest wear market.

### **7.2.2 Operations Manager**

The Operations Manager is responsible for the “Production Core.” This role is more complex than a standard manufacturing manager because they must oversee the training and rehabilitation of our specialized workforce.

**Justification:** Since we aim for a 15% reduction in COGS, the Operations Manager must implement efficient fabric-cutting techniques and quality control to ensure that “affordable” does not mean “low quality.”

**Training:** They lead the vocational program that turns raw talent from disadvantaged backgrounds into skilled artisans.

### **7.2.3 Marketing and Sales Manager**

In the competitive modest fashion landscape (competing with brands like Zoe Arissa), the Marketing Manager’s role is to create a “Unique Selling Proposition” (USP) based on Ethical Branding.

**Digital Strategy:** They oversee the 4 – person social media and e-commerce team.

**Focus:** They focus on “Human Interest” storytelling-showing the faces and stories behind the baju kurung to build a deep emotional connection with Malaysian women aged 25 years old to 45 years old.

### **7.2.4 Finance Manager**

The Finance Manager ensures the company maintains a net margin of 35%. Their role is specialized in Grant and Incentive Management.

**Strategic Role:** They are responsible for claiming government tax deductions available for companies that hire ex-convicts and social enterprise tax breaks.

**Compliance:** They work closely with our external accountant to ensure all funds from LZS (RM75,000) are audited and used strictly for the social empowerment mission.

## 7.3 Supporting Staff and Production Team

### 1. Social Media and E- Commerce Assistants

These staff members are divided into two teams. The Social Media team focuses on TikTok Live and Instagram Reels to capture the Gen - Z and Millennial market. The E- Commerce team handles the backend of Shopee and TikTok Shop, ensuring that the 200+pre- orders are processed, and customer inquiries are answered within 2 hours.

### 2.The Impact Workforce (Lead Tailors and Apprentices)

Our production team consist of 10 tailors, where 30% are selected from the asnaf and bekas banduan communities.

Vocational Empowerment: Instead of outsourcing to foreign factories, we bring the production in – house. This eliminates the “middleman” cost, which is the primary reason we can offer premium Shantung Silk baju kurung at a lower price point (RM 99 – 120).

## 7.4 Management Compensation and Personal Policies

To ensure the sustainability of the team, Elegance Kurung will implement the following policies:

- **Employee Provident Fund (EPF) and SOCSO:** Full compliance with Malaysian labor laws for all staff, including the impact workforce, to provide them with a safety net.
- **Skill Re-tagging:** Tailors who show high proficiency will be promoted to “Master Tailors,” allowing them to lead training for new recruits, fostering a sense of ownership and career progression.
- **Profit Sharing:** A small percentage of festive season profits (Hari Raya) will be distributed among the production team to incentive high output and quality during peak seasons.

## 8.0 FINANCIAL PROJECTION

This division will assess the financial viability of Elegance Kurung Sdn Bhds business as well as its ability to grow directly as a social enterprise in the modest fashion industry in

Malaysia. These financial projections have been prepared based on realistic sales assumptions, the industry current cost structure, and the companies competitive advantage in successfully reducing production costs. This financial projection includes start-up costs, working capital, funding sources, cash flow statements, profit and loss statements and pro forma balance sheets for a period of three to five years.

## 8.1 START UP COST

The startup cost is the initial capital required before Elegance Kurung commences full operations. This cost is very important to provide basic infrastructure, production equipment and market readiness. Based on the plan, the starting amount of Elegance Kurung is estimated at RM150,000. This expenditure includes the purchase of industrial fabrics and sewing machines to support internal production capacity. This investment can reduce dependence on third parties and can save on long term production costs.

<b>START UP COST</b>	<b>RM</b>
<b>Capital Expenditure: Administrative</b>	
Rental land and Building	12,000
Office Renovation	10,000
Office Furniture & Equipment	6,000
Computer and POS System	5,000
	<b>33,000</b>
<b>Capital Expenditure: Operations</b>	
Sewing Machines and Industrial Equipment	46,000
Raw Material Fabric (500 units X RM100)	50,000
Packaging Materials	4,000
	<b>100,000</b>

<b>One-Time Start-up Expenditure</b>	
Company secretary	1,500
Accounting and Legal Fees	1,500
Advertising and Promotion	8,000
Product Development and Sampling	8,000
	<b>19,000</b>
<b>Other Pre-Operations Expenditure</b>	
Business Registration and Licensing	1,000
Halal Certification and Documentation	2,000
Website and E-commerce Setup	4,000
	<b>7,000</b>
<b>Start-up Cost</b>	<b>159,000</b>

## 8.2 WORKING CAPITAL

Next is the working capital provided to finance the daily operations of the business until sales are more stable. This includes expenses such as premises rental, employee salaries, utilities, additional raw materials, marketing and logistics costs. Elegance Kurung estimates that the working capital is sufficient to sustain operations for at least the first six months, to ensure that the business can operate smoothly without any problems before reaching the breakeven point within 12 months.

<b>WORKING CAPITAL (MONTHLY)</b>	<b>RM</b>
<b>Marketing</b>	
Website and Platform Maintenance	200
Social Media Advertising	4,800

	<b>5,000</b>
<b>Administrative</b>	
Rental	1,500
Utilities	500
insurance	1,000
Salaries, EPF & SOCSO(Admin & Management)	13,000
	<b>16,000</b>
<b>Operations</b>	
Wages (10 Tailors/Production Staff)	14,000
Raw Materials (Monthly Replenishment)	2,500
Logistics and packaging	1,000
	<b>17,500</b>
<b>TOTAL</b>	<b>38,500</b>

### 8.3 START UP CAPITAL AND FINANCING

Next is the total start-up capital of RM300,000, which consists of a combination of equity financing and institutional support. Most of the capital was raised through equity investments amounting to RM250,000 which were used for infrastructure development, initial production and marketing. In addition, the company also received a fund of RM50,000 from the Selangor Zakat Board (LZS) to support the company social mission through the recruitment of workers from the asnaf. This financing structure not only reduces financial risks but also strengthens Elegance Kurung's identity as a sustainable social impact based business.

<b>FINANCING</b>	<b>RM</b>
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<b>Equity: Share and Venture Capital</b>	250,000
Government / Institutional Grant (LZS)	50,000
<b>TOTAL</b>	300,000

#### 8.4 PRO FORMA CASH FLOW STATEMENT

The pro forma cash flow statement is prepared to show the expected cash inflows and outflows of the company during the planning period. Inflows are expected to be derived from the sale of Baju kurung through e-commerce platforms such as Shopee, TikTok Shop and pop-up sales during the festive season while outflows include raw materials, salaries, rental, marketing and logistics costs. Therefore, based on the projections, cash flow is expected to remain stable after the first year of operations, and make the company more competitive in the future.

	YEAR 1	YEAR 2	YEAR 3
<b>CASH IN FLOW</b>			
Share Capital	250,000	0	0
Government / Institutional Grant (LZS)	50,000	0	0
Cash Sales	850,000	1,900,000	3,200,000
<b>Total Cash Inflow</b>	<b>1,150,000</b>	<b>1,900,000</b>	<b>3,200,000</b>
<b>CASH OUTFLOW</b>			
<b><u>Administrative Expenditure:</u></b>			
Rental (RM1,500 x 12)	18,000	18,000	18,000
Utilities	6,000	6,000	6,000
Insurance	12,000	12,000	12,000

Company Secretary	1,500	0	0
Office Renovation	10,000	0	0
Salaries, EPF & SOCSO	156,000	156,000	156,000
	<b>203,500</b>	<b>192,000</b>	<b>192,000</b>
<b><u>Marketing Expenditure:</u></b>			
Social Media Advertising	60,000	60,000	60,000
Website Maintenance	2,400	2,400	2,400
	<b>62,400</b>	<b>62,400</b>	<b>62,400</b>
<b><u>Operation Expenditure:</u></b>			
Wages (10 Tailors)	168,000	168,000	168,000
Raw Materials	300,000	700,000	1,200,000
Packaging & Logistics	24,000	48,000	60,000
Accounting Fees	12,000	12,000	12,000
	<b>504,000</b>	<b>928,000</b>	<b>1,440,000</b>
<b><u>Other Pre-Operations Expenditure:</u></b>			
Business Registration & Licensing	1,000	0	0
Halal Certification & Documentation	2,000	0	0
	<b>3,000</b>	<b>0</b>	<b>0</b>
<b><u>Fixed Assets:</u></b>			
Sewing Machines & Equipment	46,000	0	0
Motor Vehicles	45,000	0	0
	<b>91,000</b>	<b>0</b>	<b>0</b>

<b>Total Cash Outflow</b>	<b>865,900</b>	<b>1,182,400</b>	<b>1,694,400</b>
<b>Cash Surplus (Deficit)</b>	<b>284,100</b>	<b>717,600</b>	<b>1,505,600</b>
Beginning balance	0	284,100	1,001,700
<b>Ending Balance</b>	<b>284,100</b>	<b>1,001,700</b>	<b>2,507,300</b>

## 8.5 PRO FORMA INCOME STATEMENT

The pro forma profit and loss statement is prepared to show the expected financial performance for a period of three to five years. For the first year, sales are expected to reach RM850,000, which is due to high demand during the festive season as well as a robust digital marketing strategy. Through a reduction in cost of goods sold (COGS) from the industry average of 55% to around 46.75%, companies are expected to earn higher gross margins. The net profit target is estimated to be at least 35% by the third year of operation.

### 8.5.1 PRODUCTION COST PRO-FORMA STATEMENT

	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>Raw materials:</b>			
Opening Stock	0	25,000	40,000
Current Year Purchases	300,000	700,000	1,200,000
Ending Stock	25,000	40,000	60,000
Raw Material Used	275,000	685,000	1,180,000
<b>Labour (Salaries, EPF &amp; SOCSO):</b>			
Salaries & Wages (10 Production Workers)	168,000	168,000	168,000

<b>Factory Overhead:</b>			
Depreciation of Fixed Assets (10%)	9,100	9,100	9,100
<b>Production Cost</b>	<b>452,100</b>	<b>862,100</b>	<b>1,357,100</b>

### 8.5.2 PRO-FORMA INCOME STATEMENT

	YEAR 1	YEAR 2	YEAR 3
<b>Sales</b>	<b>850,000</b>	<b>1,900,000</b>	<b>3,200,000</b>
Less: Cost of Sales			
Opening Stock of Finished Goods	0	15,000	25,000
Production Cost	452,100	862,100	1,357,100
Less: Ending Stock of Finished Goods	15,000	25,000	40,000
	437,100	852,100	1,342,100
<b>Gross Profit</b>	<b>412,900</b>	<b>1,047,900</b>	<b>1,857,900</b>
<b>Less: Expenditure</b>			
Administrative Expenditure	203,500	192,000	192,000
Marketing Expenditure	62,400	62,400	62,400
Other Operating Expenditure	504,000	928,000	1,440,000
<b>Other Expenditure (One off)</b>			
Business Registration & Licences	1,000	0	0
Halal Certification & Documentation	2,000	0	0

Depreciation of Fixed Asset	9,100	9,100	9,100
<b>Total Expenditure</b>	<b>781,000</b>	<b>1,191,500</b>	<b>1,703,500</b>
<b>Net Profit Before Tax</b>	<b>(368,100)</b>	<b>(143,600)</b>	<b>154,400</b>
<b>Tax (%)</b>	-	-	<b>37,056</b>
<b>Net Profit After Tax</b>	<b>(368,100)</b>	<b>(143,600)</b>	<b>117,344</b>
<b>Accumulated Net Profit</b>	<b>(368,100)</b>	<b>(511,700)</b>	<b>(394,356)</b>

## 8.6 PRO FORMA BALANCE SHEET

This section explains the financial position of Elegance Kurung in terms of the owners' assets, liabilities, and equity. The company assets consist of cash, inventory, sewing equipment, and other non-current assets. Furthermore, liabilities are minimal as the financing structure is more focused on equity and support funds. This financial position indicates a good capital structure as well as the company can grow without excessive debt pressure.

	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>
<b>ASSETS</b>			
<b>Fixed Assets (Book Value)</b>			
Motor Vehicles	45,000	45,000	45,000
Machine & Equipment	46,000	46,000	46,000
	<b>91,000</b>	<b>91,000</b>	<b>91,000</b>
<b>Current Assets</b>			
Inventory of Raw Materials	25,000	40,000	60,000
Inventory of finished Goods	15,000	25,000	40,000
Cash Balance	284,100	1,001,700	2,507,300

	<b>324,100</b>	<b>1,066,700</b>	<b>2,607,300</b>
<b>TOTAL ASSETS</b>	<b>415,100</b>	<b>1,157,700</b>	<b>2,698,300</b>
<b>Equity</b>			
Share Capital	250,000	250,000	250,000
Retained Earnings	115,100	657,700	2,198,300
	<b>365,100</b>	<b>907,700</b>	<b>2,448,300</b>
<b>Liabilities</b>			
Government Grant (Deferred Income)	50,000	250,000	250,000
	<b>50,000</b>	<b>250,000</b>	<b>250,000</b>
<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>415,100</b>	<b>1,157,700</b>	<b>2,698,300</b>

## 9.0 PROJECT MILESTONES

Project milestones refer to key activities and planned timelines to ensure smooth business execution. These milestones help monitor business progress and ensure that every important activity is completed as planned.

**Table 1: Elegance Kurung Project Achievements**

<b>Activities</b>	<b>Timeline</b>
Business registration	Month 1
Supplier sourcing and fabric selection	Month 1
Product design and sampling	Month 2
Social media setup and marketing launch	Month 2
First sales and customer feedback	Month 3
Product improvement based on feedback	Month 4
Planning for business expansion	Month 6

## CONCLUSION

To sum up, Elegance Kurung Sdn. Bhd. Has effectively presented a solid and workable business plan that combines social responsibility and profitability. The company's distinctive value is found in the way it empowers underprivileged populations through employment and vocational training while fusing Malaysia's traditional legacy of modest fashion with contemporary designs. This social firm demonstrates that ethical production may exist with sustainable profit margins and long-term market growth, thanks to smart relationships with organizations like the Malaysian Prison Department and Lembaga Zakat Selangor.

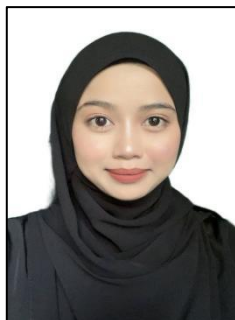
Elegance Kurung is well-positioned to enter Malaysia's growing modest wear industry and fulfil its objective of becoming a prominent social enterprise by 2030 thanks to its well-defined operating goals, solid financial prediction, and successful marketing approach. The company's focus on digital marketing, reasonable prices, and excellent craftsmanship guarantees ongoing competition and client loyalty.

To increase production capacity, improve e-commerce infrastructure, and fortify export readiness, the entrepreneur intends to pursue further capital through government grants or low-interest business loans. With this funding, Elegance Kurung will be able to expand its influence, give underprivileged people more employment options, and promote Malaysia's expanding modest fashion sector.

In the end, our proposal demonstrates that Elegance Kurung is a meaningful endeavor that represents both entrepreneurship and community empowerment in addition to being a commercially viable enterprise.

## APPENDICES

### 1. Founder/CEO



Name of the owner	NUR HUSNINA AMANI BINTI ADI AZWAN
Identity Card Number	040316-02-0208
Age	22
Address	No. 12, Lorong Matang Heights 5, Taman Matang Heights, 93050 Kuching, Sarawak, Malaysia.
Email Address	<a href="mailto:nurhusnina090@gmail.com">nurhusnina090@gmail.com</a>
Telephone Number	019-3705788
Marital Status	Married
Academic Qualifications	Bachelor of Business Administration (Hons.) Human Resource Management from University Technology Mara (UiTM)
Skills	<ul style="list-style-type: none"><li>• Abilities to leading and motivate teams</li><li>• Understand about setting competitive and profitable prices</li><li>• Know how to identify opportunities and driving innovation</li><li>• Can managing daily business operation</li></ul>
Experience	<ul style="list-style-type: none"><li>• Business executive in managing prepared reports and handled documentation</li><li>• Marketing experience in assisted in sales activity and supported marketing campaigns</li><li>• Operations and supply chain experience in inventory control and supplier coordination</li></ul>

## 2. Finance Manager



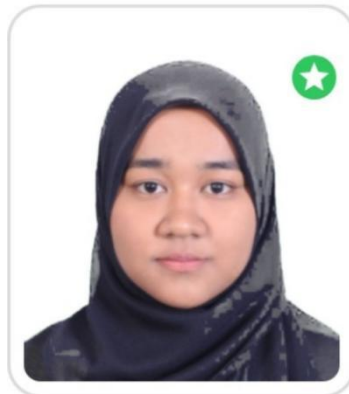
Name of the owner	NOOR IZZAHTUL NATASYA BINTI MUHAMAD FAUZAL
Identity Card Number	040321-07-0066
Age	22
Address	A-12-7, Pangsapuri Resak, Pesiaran Pulau Angsa, Perdana Heights, 40150 Shah Alam, Selangor
Email Address	<a href="mailto:izzahtulnatasyaa@gmail.com">izzahtulnatasyaa@gmail.com</a>
Telephone Number	011-61416394
Marital Status	Single
Academic Qualifications	<ul style="list-style-type: none"><li>• Sijil Pelajaran Malaysia (SPM)</li><li>• Sijil Tinggi Pelajaran Malaysia (STPM)</li><li>• Degree In Record Management</li></ul>
Skills	<ul style="list-style-type: none"><li>• Basic financial analysis and budgeting skills</li><li>• Good attention to detail when handling numerical data</li><li>• Familiar with basic spreadsheet tools (e.g. Excel) for financial records</li></ul>
Experience	<ul style="list-style-type: none"><li>• Involved in preparing simple budgets and monitoring expenses for group or academic projects</li><li>• Supported daily financial-related tasks in a small-scale or student-led activity</li><li>• Gained hands-on experience applying accounting concepts in practical</li></ul>

### 3. Marketing Manager



<b>Name of the owner</b>	NUR AIN NISA BINTI MOHD ZAINI
<b>Identity Card Number</b>	040108-14-1048
<b>Age</b>	22
<b>Address</b>	4-8, Jalan Setia Tropika U13/20, Setia Eco Park, Setia Alam, Selangor.
<b>Email Address</b>	<a href="mailto:nurainnisa88@gmail.com">nurainnisa88@gmail.com</a>
<b>Telephone Number</b>	0116694729
<b>Marital Status</b>	Single
<b>Academic Qualifications</b>	Bachelor of Business Technology (Hons) from Universiti Teknologi Mara (UiTM) Puncak Alam
<b>Skills</b>	<p><b>Core Marketing Skills</b></p> <ul style="list-style-type: none"> <li>• Strategic planning &amp; campaign management</li> <li>• Content and digital marketing (social media, ads, SEO basics)</li> <li>• Marketing analytics &amp; performance tracking</li> </ul> <p><b>Communication &amp; Creativity</b></p> <ul style="list-style-type: none"> <li>• Strong written and verbal communication</li> <li>• Creative thinking and idea generation</li> <li>• Presentation and storytelling skills</li> </ul> <p><b>Management &amp; Business Skills</b></p> <ul style="list-style-type: none"> <li>• Team leadership and coordination</li> <li>• Budget planning and cost control</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Creating viral short-form content (especially TikTok and Instagram) to engage large audiences.</li> <li>• Using <b>live streaming</b> (e.g., TikTok/Shoppe Live) for product demonstrations and real-time audience interaction, significantly boosting sales orders.</li> <li>• Planning large-scale launches and campaigns (e.g., <i>Indahnya Raya</i> fashion collections) with thematic branding and promotional materials</li> </ul>

#### 4.Accountant



Name of the owner	NUR 'AINA BALQHIS BINTI NORAIMI
Identity Card Number	041112-10-0654
Age	22
Address	A-No. 18, Jalan Bakti 2, Taman Flora Jaya,81300 Skudai, Johor.
Email Address	<a href="mailto:aina456@gmail.com">aina456@gmail.com</a>
Telephone Number	01137036743
Marital Status	Single
Academic Qualifications	Bachelor of Business in Finance (Hons) from University Technology Mara (UiTM)
Skills	<ul style="list-style-type: none"><li>• Know basic accounting such as record transaction, track income and expenses accurately</li><li>• Balance academic responsibilities</li></ul>
Experience	<ul style="list-style-type: none"><li>• Assisted in managing financial records for a student-run business.</li><li>• Applied finance knowledge from academic studies to real business operations.</li></ul>

## 5. Operation Manager



Name of the owner	Faqihah Busyra Binti Mohamad Nazri
Identity Card Number	041912-04-0574
Age	22
Address	Lot 123-G, Apartment Seri Mewah, Jalan Keramat Permai, 54000 Kuala Lumpur, Wilayah Persekutuan.
Email Address	<a href="mailto:faqihahbusyra@gmail.com">faqihahbusyra@gmail.com</a>
Telephone Number	01189436743
Marital Status	Married
Academic Qualifications	Bachelor of Business Administration (Hons) in Operations Management from Universiti Teknologi MARA (UiTM).
Skills	<ul style="list-style-type: none"> <li>• <b>Operational Efficiency:</b> Proficient in streamlining workflows and identifying bottlenecks to improve daily business productivity.</li> <li>• <b>Supply Chain &amp; Inventory Control:</b> Skilled in tracking stock levels, managing resources, and ensuring timely delivery of materials.</li> </ul>
Experience	<p><b>Operations Coordinator (Student-Run Enterprise):</b></p> <ul style="list-style-type: none"> <li>• Overseas daily business activities, including inventory management and resource allocation to ensure seamless service delivery.</li> <li>• Applied theoretical operations management frameworks (such as Lean or Six Sigma principles) to optimize student-led business processes.</li> <li>• Coordinated between different departments (Sales, Finance, and Logistics) to ensure all operational KPIs were met consistently.</li> </ul>

## 6. Social Media Manager



Name of the owner	SITI AISYAH
Identity Card Number	040309-12-0534
Age	22
Address	C2-28-01 OUG PARKLANE JALAN 1/152 58200 KUALA LUMPUR
Email Address	<a href="mailto:syhhris934@gmail.com">syhhris934@gmail.com</a>
Telephone Number	0192812595
Marital Status	Married
Academic Qualifications	Bachelor of Marketing (Hons) from University Technology Mara (UiTM)
Skills	<ul style="list-style-type: none"> <li>• Competent in administering social media sites such as Instagram, Facebook, TikTok, and Threads.</li> <li>• Captions, promotional postings, and brand communication all require copywriting.</li> <li>• Social media analytics: monitoring interaction, reach and audience growth.</li> <li>• Good communication and time management skills.</li> <li>• Content planning and scheduling with digital technologies such as Meta Business Suite and Canva.</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Manages daily social media operations, including content production, posting, and engagement.</li> <li>• Created unique content to raise brand recognition and audience engagement.</li> <li>• Monitoring performance indicators and optimizing content strategy based on findings.</li> <li>• I handled customer contacts via comments and direct messaging professionally.</li> </ul>

## 7. Social Media Assistant



Name of the owner	ARISHA SOFEA BINTI ABDUL JALIL
Identity Card Number	040707-11-0294
Age	22
Address	Lorong Surau Baru, Kampung Pasir Panjang, Kuala Terengganu
Email Address	arishasofea17@gmail.com
Telephone Number	011-10806057
Marital Status	Single
Academic Qualifications	<ul style="list-style-type: none"> <li>• Sijil Pelajaran Malaysia (SPM)</li> <li>• Sijil Tinggi Pelajaran Malaysia (STPM)</li> <li>• Degree In Library Management</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Profeciency in Instagram (Reels/Stories), Tik Tok, LinkedIn, X (Twitter), and Facebook.</li> <li>• Basic graphic design (Canva, Adoble Express) and short-form video editing (CapCut, InShot).</li> <li>• Creating engaging captions, headlines, and platform-specific calls to action (CTAs).</li> </ul>
Experience	<ul style="list-style-type: none"> <li>• Monitored viral trends and audio to create timely content that increased organic reach and shares.</li> <li>• Coordinated influencer partnerships and takeovers to reach new audiences and boost brand awareness.</li> <li>• Managed interactions across all platforms while keeping the brand's tone of voice consistent and professional.</li> </ul>

## 8. E-Commerce Manager



Name of the owner	NURUL AIN BINTI MOHD YUSOF
Identity Card Number	040601-10-0856
Age	22
Address	No. 3, Jalan Kenangan Taman Kenangan, 45200 Sabak Bernam, Selangor.
Email Address	<a href="mailto:nurulain.htp@gmail.com">nurulain.htp@gmail.com</a>
Telephone Number	011-57704327
Marital Status	Single
Academic Qualifications	Bachelor of Marketing (Hons) from Universitiy Technology Mara (UiTM)
Skills	<ul style="list-style-type: none"><li>• Plans online sales strategies and promotional campaigns</li><li>• Monitor sales performance, revenue, and conversion rates</li></ul>
Experience	<ul style="list-style-type: none"><li>• Managed overall daily operations of online stores, ensuring smooth sales and order fulfilment.</li><li>• Managed product listings, pricing strategies, and stock availability</li><li>• Planned and led online marketing campaigns, especially during festive and mega sales events.</li></ul>

## 9. E-commerce Assistant



Name of the owner	NUR ASYIQIN FARAHDINA BINTI JURAEDDY
Identity Card Number	040911-12-0510
Age	22
Address	B-11-9, Pangsapuri Resak, Pesiaran Pulau Angsa, Perdana Heights, 40150 Shah Alam, Selangor
Email Address	<a href="mailto:nurasyiqinfarahdina@gmail.com">nurasyiqinfarahdina@gmail.com</a>
Telephone Number	0167596191
Marital Status	Married
Academic Qualifications	Bachelor of Marketing (Hons) from Universitiy Technology Mara (UiTM)
Skills	<ul style="list-style-type: none"> <li>● Capacity to oversee online marketplaces like Shopee and TikTok Shop.</li> <li>● Product listing abilities, such as uploading goods and changing prices and descriptions.</li> <li>● Order processing and fundamental knowledge of inventory control.</li> <li>● Customer service abilities.</li> <li>● Capacity to assist with online advertising and promotions</li> <li>● Basic familiarity with programs like Canva, Excel, and seller center dashboards</li> </ul>
Experience	<ul style="list-style-type: none"> <li>● helped with day-to-day e-commerce tasks, such as product changes and order handling.</li> <li>● handled consumer questions via chat and made sure they were answered promptly.</li> <li>● To avoid order delays, I updated the stock availability and worked with the operations team.</li> <li>● Through precise order processing and follow-ups, I was able to increase client satisfaction.</li> </ul>

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