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EXECUTIVE SUMMARY

Lunara Boutique is a partnership business established to provide fashionable, high-quality, and affordable clothing for women and Muslimah customers. The business will be located in Pekan Tuaran, Sabah and focuses on offering a variety of products, including modern baju kurung, Muslimah dresses, blouses, and hijabs. In addition to operating a physical boutique, the business will also utilize online platforms such as TikTok Shop, Shopee, Instagram, and Facebook to expand its market reach and increase sales.

The target market of Lunara Boutique consists of women of different age groups, including teenagers, working adults, housewives, and senior citizens living in Tuaran, Kota Kinabalu, Sepanggar and Kota Belud. The business aims to provide stylish and comfortable clothing that meets the changing preferences and needs of customers while maintaining affordable prices.

The capital for establishing the business is RM80 000, which is financed through partners' contribution and business loan from Maybank Berhad. The capital will be used for shop renovation, equipment, inventory purchases, marketing activities, and working capital.

The growing demand for women and Muslimah fashion, together with the increasing influence of social media and e-commerce platforms, provides promising opportunities for Lunara Boutique to expand and become one of the preferred fashion boutiques in Sabah. Through quality products, competitive pricing, and excellent customer service, Lunara Boutique is confident in achieving long-term business growth and success.

1.0 INTRODUCTION

1.1 BUSINESS DESCRIPTION

Lunara Boutique is a partnership business that sells fashionable, high-quality, and affordable women's and Muslimah clothing. The business will operate in Pekan Tuaran, Sabah, and offers a variety of products such as modern baju kurung, Muslimah dresses, blouses and hijabs.

The choice of this business is influenced by the high demand in the fashion industry. Clothing is a basic necessity, and its demand continues to increase with changing fashion trends. In addition, the growth of social media and e-commerce platforms such as TikTok Shop and Shopee has made it easier for businesses to market their products to a larger customer base

Tuaran was chosen as the business location because it has good market potential and lower operating costs compared to larger cities such as Kota Kinabalu. Its strategic location near Kota Kinabalu, Sepanggar, and Kota Belud also allows the business to attract customers from surrounding areas.

The fashion industry in Malaysia continues to grow due to increasing consumer interest in modern, comfortable, and high-quality clothing. The demand for Muslimah fashion is also increasing from year to year.

The market outlook for Lunara Boutique is promising as the demand for women's and Muslimah clothing is expected to continue growing. By offering quality products, affordable prices, and effective marketing through social media platforms, Lunara Boutique has the potential to expand and become a preferred fashion boutique in Sabah.