



اَوْنِفُورْسِيَّتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



LunchShawl
BY IZZATI SHABRI

(ENT300)

FUNDAMENTALS OF ENTREPRENEURSHIP

PREPARED BY:

Nurul Izzati binti Ahmad Shabri
(2017333569)

PREPARED FOR:

Sir Mohd Najmie bin Osman

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Executive Summary

Lunchbox Enterprise is a business that produce scarfs for ladies' wear. The main reason why the Lunchbox Enterprise want to produce scarfs for ladies' wear are because to appreciate all the woman out there especially Muslims with producing ironless, easy shawl that can be wear comfortably in any weather without feel hot. So, after considering all the factors, I come out with one solutions which is **The Lunch Shawl**.

The reason why the brand name is *Lunch Shawl* is because the packaging of the shawl is in the brown paper bag as seen as take away foods. Next, I choose this as a brand name because all of us know that during lunch time, which is in the middle of the day where the sun is on it top high, the weather is so hot and we need something as comfort as we can to make sure our comfortability, so *Lunch Shawl* is a shawl from chiffon fabrics which is from cool material that will allow the wind go through the fabrics to give a comfort feeling for its user. Why Lunch, not Breakfast or Dinner? For now, I just launch one product which is *Lunch Shawl*, however Dinner Shawl or maybe Tea Shawl may be coming soon as well as demands from the target market. One of another reason of choosing *Lunch Shawl's* brand name is to attract customers, because it is kind of attractive and funny to have shawl after eat time.

BY IZZATI SHABRI

1.0 INTRODUCTION :

1.1 Organization Background



i.	Name of the Organization	<i>Lunchbox Enterprise</i>
ii.	Business Address	<i>F 17B Kampung Haji Ngah, 08100 Bedong, Kedah</i>
iii.	Website/E-mail address	<i>Lunchbyzati@gmail.com</i>
iv.	Telephone Number	<i>04 - 458 7027 / 017 - 417 4284</i>
v.	Main Activities	<i>Producing scarfs for ladies wear</i>
vi.	Date of Commencement	<i>16 October 2019</i>
vii.	Date of Registration	<i>16 September 2019</i>
viii.	Name of Bank	<i>Bank Islam Berhad</i>
ix.	Bank Account Number	<i>0204084020520609</i>

1.2 Organization Logo/ Motto

a) Logo description



No.	Logo Item	Descriptions
1.		The packaging of the shawl is brown paper bag that make it named Lunch Shawl as seen as take away foods.
2.		The reason why the brand name is Lunch Shawl is because the packaging of the shawl is in the brown paper bag as seen as take away foods.
3.		The pink and yellow tone colours mean, when the user wears the shawl, they will look more feminist and elegant.