



BLUEPRINT OF BELLISSIMA HIJAB PRIMA ENTERPRISE

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EXECUTIVE SUMMARY

Bellissima Hijab Prima Enterprise which is known as BH Prima Enterprise is a company that produces high quality products of headscarves. BH Prima Enterprise is a manufacturing firm that was formed under a partnership on 4th January 2020 owned by five partners. The location of our office and factory is located at 18 UDA Business Center, Jln Padi Emas 1/3, Bandar Baru Uda, 81200 Johor Bahru, Johor. Meanwhile our physical store is at 24 UDA Business Center, Jalan Padi Emas 1/4, Bandar Baru Uda, 81200 Johor Bahru, Johor. It is indeed the most strategic location that can attract many customers to achieve the company main target market goal.

Our main product is Bellissima Hijab. Bellissima Hijab is a Malaysian grown modest wear and based premium scarf brand. Bellissima Hijab has always been known for its tasteful head coverings which is fashion forward, yet maintain the image and ethos of Muslim compliance. Thus, we had creating a perfect balance between style and function.

The innovation of this product is this scarf is a combination of square scarf with inner. Meaning that, our customers does not have to wear inner whenever to wear this headscarves. Wearing a square has never been this easy. Bellissima Hijab is made from the finest Korean Chiffon and readily attached to our breathable Cotton Lycra inner . In detail, customers can wear this scarf easily within a minute. The aim of this product is to ease customers daily life and less their time consuming whenever to wear scarf. Also, this headscarves gives chances for women out there to wear in many styles. They can decide either to wear this headscarf with appear inner or they can hide their inner. Customers can easily adjust the inner as they required to wear on that day. Furthermore, it gives convenience to woman who lates for their work or rushing for something because this scarf is easily to wear. Therefore, our main target market are woman who wear hijab, who busy with their works, woman who has hassle experience when wear hijab, woman who prefer hijab that easy to wear, woman who love to style their hijab and woman who always wear

inner before wear hijab. We want to help women achieve their goals, feel confident in themselves and empowered by their decision to choose modest wear.

As far as our concern, there is no such other headscarves that could match our new scarf features. Most of the existing scarf models in the market line are selling separately with inner. Thus, the uniqueness of our company is the benefit we can count on to attract more customers. The innovation of our product creation has a great potential and is achievable in many respects. As for profitability, we will achieve and rising amount of net profit margin and gross profit margin over the years based on the financial plan of our business.

Bellissima Hijab Prima Enterprise has a total of four people in charge for each department in our company and a general manager. The major departments of our company are the financial department, administration department, marketing department and the operations department. All the teams successfully play their positions with a strong team spirit as our incentive to offer our best value to the community.

Figure 1 : The Logo Company of BH Prima Enterprise

