



اُنِيُوَرْسِيْتِي تِكْنُوْلُوْجِي مَارَا
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BUSINESS MODEL CANVAS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): BUSINESS MODEL CANVAS

WT SCARF COLLECTION

THE SQUARE
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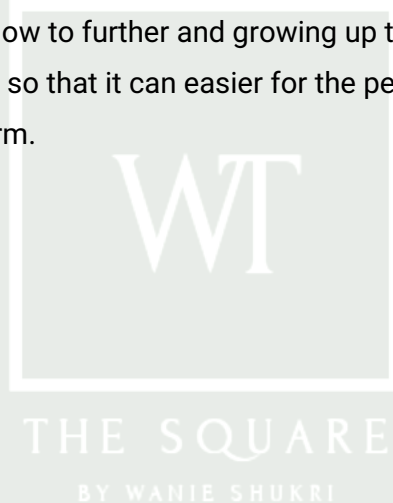
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EXECUTIVE SUMMARY

WT Scarf is a new brand that provide a good fabric of bawal scarf to all the peoples especially bawal lovers. So that, we choose the best fabric and various of colours to attract the peoples to buy our product. Our product is focus on quality rather than quantity because the peoples always find the quality of the product. The best product will give customers feel more satisfaction and they will repeat order in other time. From that, we can get the profit in our business. WT Scarf is collaboration between Nurul Shazwani Shukri and Dayang Atiqah Syahirah when we tried our best to get the trust from customers about our best bawal scarf through promoting in online store which is we used Facebook platform.

WT Scarf also received the order from customers and positive feedback with our quality because we tried our best to provide them with good product. The founder for this bawal scarf are Nurul Shazwani Shukri and Dayang Atiqah Syahirah share the ideas, knowledges, and skills about how to further and growing up the business. WT Scarf has the Facebook page and Instagram so that it can easier for the peoples to buy our product and contact us through that platform.



INTRODUCTION

All UiTM students that take Principles of Entrepreneurship (ENT530) subject required them study about business orientation and this course shows that the students must handle or settle the case study of business or company. So that, the students must choose one business to complete the task given which is Business Model Canvas that required them to discuss about how they handle the business. Principles of Entrepreneurship gave students more knowledge and skills in conducting the business so that they have a full of guideline so that they can enhance the ideas and their target in their business.

Business education is important for the students to gain knowledge because without full knowledge and basic skills of business, the business cannot run smoothly and effectiveness. Business education focuses on how to develop the business and become a good entrepreneur. It also shows that how the students can get profit from business and provide the satisfaction of the customers. Satisfaction of customers is the main goal because if we serve them in a good way, it can attract them to buy more our products. From this subject, the students not only complete the task given but they also get so many knowledge and information of the business.

The students also know how to handle and solve the problems that arise in a business. In this case study, it shows that WT Scarf is one of the business that provide the good products for women out there that wearing hijab. WT Scarf is a new brand that have a quality product in term of fabric, the good colours and also the women can wear in a various of styles.

BUSINESS BACKGROUND

Scarf can be defined as a product that really famous among the women out there especially hijabs women. They always wearing scarf when they want to go anywhere but nowadays so many style, pattern, and colour of the scarf for example bawal scarf, turban, shawl, and others. This company background is to explain about the bawal scarf that always been using by the women. The demand for hijab especially bawal scarf in Malaysia shows that so many company that exists but with the different brand name, pattern, and colour. They have their own ideas and creativity to create good scarf to all the peoples. Based on that, it can attract the customers to buy the bawal scarf because of their quality.

WT Scarf is one of the brand name by Nurul Shazwani Shukri which is the bawal scarf that have square scarf and in a cotton style with so many colour. WT Scarf is created with the good quality in term of fabric that can give customers more comfortable when they