



اَوْنِيُوْرَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT
DIPLOMA IN INFORMATION MANAGEMENT
FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

“Wardah Boutique”



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Factors in selecting the proposed business

1. Strategic location

- ✓ The location of our business operation area is strategic which it was located in the Summer Mall where we find out that has a high potential of targets such as students and lecturers. This are offers great business opportunities in the vicinity with a high purchasing power of customers.

2. Demand

- ✓ We have done some research about the want and need of the customer nowadays especially to the muslimah's people around the Samarahan area which we found out the demand from the growing number increased from time to time.

3. Profitable business

- ✓ Our business will provide the quality in producing a good products and the best services to our customers which can be able to fulfill their needs and wants

Future prospects of the business:

- ✓ Our business future prospects is to become an effective and efficient business operation that providing the high qualifications of our products which we producing it with the best materials and meets the demand of our customer.
- ✓ We also want to create healthy competitors with other competitors
- ✓ Providing a job opportunity of part time job for students
- ✓ To wider our business operation and open another branches in other district in Sarawak

1.0 Introduction

Name of Company: Wardah Boutique

Nature of business:

Our business provides a various types of Hijab's from various types of materials

Industry profile:

Our business is fully own by partnership. A partnership is a legal business entity with two or more partner. It easier to secure financial assistance from financial institutions compared with sole partnerships. A lot of ideas, talents and skills can be pooled together for better management of our business. We will provide many various types of hijab's from a various types of materials which meets the satisfied of our customer and also concern about providing the best services.

Location of business:

The Wardah's Boutique is located inside the Summer Shopping Mall which is at 2nd Floor of Summer Mall. The address of the location of Summer Shopping Mall is Lot 7455, Block 1, Samarahan Land District, Jalan Dato Mohd Musa, 94300, Kota Samarahan. We choose this location as our business operation place is because the building is the only shopping mall in Samarahan. It also located nearby to an education institutions such as Universiti Teknologi MARA Kota Samarahan.

Date of business commencement:

The Wardah's Boutique will be officially operate on 1st December 2015

Company's goals:

The Wardah's Boutique goal is to be a better and famous Muslimah hijabs boutique that able to be a role model to other boutique not just around Samarahan but also from the other area in Sarawak. Our business is also providing an exclusive hijab's which fulfill the high demand and the best services to our customer which to make sure the effectiveness and efficiency in term of operation management system to gain customers' satisfaction.

Motto:

"Cover your aurah for a better journey in akhirah."

2.0 Purpose of the Business Plan

A business plan is a written document that serves as a blueprint and guide for a proposed business project that one intends to undertake. The information gathered regarding the project is used in the Business plan to predict viability, forecast success and propose strategies for the project. The purpose of our business plan is:

- ✓ The purpose of our business plan is to provide the best quality of the products with the best price and also to give the best services to our customers.
- ✓ To fulfill the high demand of the customer needs and wants especially for muslimah which we providing items that meets with Islamic proper attire.
- ✓ Evaluating the projected profit in performing this business for the purpose in expanding this business.
- ✓ Estimating cost of administration, marketing and operation in order to distribute and making full use of capital efficiently.