



UNIVERSITY TEKNOLOGI MARA (UiTM)

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

(BM118)

FUNDAMENTALS OF ENTREPRENEURSHIP

(ENT300)

PROPOSAL HOUSE OF HIJAB

PREPARED BY:

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PREPARED FOR:

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## LETTER OF SUBMISSION

Norhazlin binti Mohd Rapi  
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1 January 2015

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Madam Noraida  
ENT300 Lecturer  
University Teknologi MARA (UiTM)  
Kampus Samarahan  
Jalan Maranek  
94300 Kota Samarahan  
Sarawak

Madam,

### SUBMISSION OF BUSINESS PLAN

As a representative of our company, House of Hijab, I would like to submit our business plan for your valuation and further action. We are very grateful for all the support and advice that had been given by you in order to accomplish this business plan and at the same time help us to achieve the goals and objective of this business plan.

Our group's perception towards ENT300 (Fundamentals of Entrepreneurship) had given us the experience and clear views on the fundamental on how to start a business. This experience may be a help for us after graduating from UiTM and towards self-employment which may reduce the unemployment rate among the graduate students.

Your highly attention, guidance and cooperation had given us the motivation until this business plan is successfully accomplished. It is insufficient to express our grateful towards your effort in order to give us sufficient knowledge with word.

Thank you.

Yours sincerely,



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(NORHAZLIN BINTI MOHD RAPI)

General Manager  
House of Hijab

## EXECUTIVE SUMMARY

The name of the company is House of Hijab. The location of this business is Lot 1472, Ground Floor, Sublot 18, Block 14, Sukma Commercial Centre, Jalan Sultan Tengah, 93050 Kuching Sarawak. We choose this location because it is a specific place and we know that there are not too many boutiques of hijab open on that side and people that live on this area need to go to town to buy a hijab since at town there are many types of shops that sell hijab. Because of that, we want to make people that live on that area to save their time and no need to go to town to buy a hijab and we will give an affordable price for them that all people can buy. The business is in the form of partnerships, which consists of five members. Each partner contributes certain amounts of cash as agreed in the partnership agreement. According to our plan, we will start our business on 1<sup>st</sup> January 2015. This business provides colorful hijab with various styles that we ensure will meet the customer's satisfaction. Besides to gain maximum profit, the aim of this business is to provide the silk, comfortable, and stylish hijab for the customers to fulfill customer satisfaction, requirements and needs. The customers also may choose and pick any color of our products that they want since this business produces various colors of hijab that will meet their satisfaction.

All partners are entitled to participate in the business management. We have agreed that **Norhazlin binti Mohd Rapi** as the **General Manager**, **Noor Nadia binti Bolhassan** as **Administration Manager**, **Fatin Afifah binti Senin** as the **Marketing Manager**, **NurulAin binti Sambo** as the **Operational Manager** and **Norafidah binti Halim** as the **Financial Manager**. The General Manager is responsible in planning, organizing, leading and controlling of the entire business. The company is led by Miss Norhazlin. She is the owner and the main head of the company. As the Administration Manager, Miss Noor Nadia is the one who is responsible for the entire jobs related to the administration. The third member is the one who controls and monitors the operation of our business which is the Operational Manager. As the Operational Manager, Miss NurulAin will manage the services that the company wanted to provide to the customers. Miss Fatin Afifah will be responsible in preparing the marketing plan as she is the Marketing Manager. This includes identifying the target market share, developing sales forecasts and developing market strategies. The last member is the Financial Manager, Miss Norafidah who will take responsibility in managing the financial of the company. She will monitor and control the expenditure that has been used by the company. Every profit that has been gained will be written in the company profit account. The profits and losses will be written in the expenditure account.

Our business will operate from Monday, Tuesday, Thursday, Friday, Saturday and Sunday from 10.00 a.m. until 10.00 p.m. We close on Wednesday and Public Holiday. We choose Wednesday to close our shop because in one week we need to have one day for all the staff and workers to rest because for us on weekends they are the days that all people go out and because of that we decide to open our shop on weekends. We also have a Facebook page for our customers to see updated hijab from us. We will ensure that we provide the best services for our customers.

## **INTRODUCTION TO BUSINESS PLAN**

Business plan is important because it explains about the activities, strategy, financial, operation and others that are related to the business. People that have the knowledge about entrepreneurship will easily construct new business from business plan because it has a lot of information about the business itself, which will guide the entrepreneurs in managing their business effectively.

## **NAME OF THE COMPANY**

We choose House of Hijab as our company name. House of Hijab represent the meaning of our shop like a house since our provide such a living room to our customer wait their turn to get a services and that house also have many type of hijab and colorful.

## **NATURE OF BUSINESS**

We are providing a colorful of hijab with a various design and good services for our customer.

## **INDUSTRY PROFILE**

We are providing a service business as we found that not all on this Kuching area provide how to use a hijab during formal time, dinner, lunch and so on. We also know that nowadays all of people can search on you tube or google to find any style to wear hijab and since that phenomena are popular now but not all of woman are easily to wear it properly and people in Kuching has limited choice of hijab, we decided to grab the opportunity to satisfy the customers need and demand.

## **VISION**

Became the best hijab boutique and make a women look beautiful inside and out.

## **MISSION**

To inspire woman today especially for those muslim for a sleek appreance, polite and fashionable.

## **DATE OF COMMENCEMENT**

1<sup>ST</sup> January 2015

## **FACTOR IN SELECTING THE PROPOSED BUSINESS**

The main purposes for House of Hijab in preparing a business plan:

1. To get a higher demand of customer
  - ✓ Since we know that too many boutique of hijab are open nowadays but we always want to compete with them and get a higher demand for our business and complete our woman need with a various type of hijab.
2. To obtain a working capital loan from Bank Islam Malaysian Berhad for the amount RM100,000
  - ✓ This business plan is prepared by House of Hijab for the purpose of obtaining working capital from Bank Islam Malaysian Berhad for the amount of RM100,000.
3. To allocate business resources effectively
  - ✓ We have to make sure we allocate and utilizing business resources effectively. We have entrepreneurs, capital, labour and land as our business resources. Entrepreneurs will contribute ideas and make decisions, capital will act as the working capital to start our business, labour will be the business manpower in running the business and lastly land. Here, we refer location as land. We have chosen a strategic location to start on our business.
4. To act as guideline for the management of House of Hijab
  - ✓ The planned strategies are an important part of business which consists of certain rules and regulations. Thus, it becomes a comprehensive guideline for our daily operation to avoid confusion and ensure the organizational goals will be archived.

## **FUTURE PROSPECT OF BUSINESS**

1. We believe that our business can expand and open another branch
2. We believe that we can be the number one hijab boutique at Kuching and other city and will be the number one choice of customer.
3. Gain brand recognition to get more customers and become an inspired muslim's shop in Sarawak.