



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## BUSINESS PLAN



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**FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)**

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## **TABLE OF CONTENTS**

EXECUTIVE SUMMARY .....	2
1.0 BUSINESS DESCRIPTIONS.....	3
1.1 Company Background .....	3
1.2 Organization Logo/Motto .....	4
2.0 OWNER DESCRIPTIONS.....	5
3.0 PRODUCT/SERVICE DESCRIPTION .....	6
4.0 ORGANIZATIONAL/ ADMINISTRATIVE PLAN .....	7
4.1 Organization Chart .....	7
4.2 Manpower Planning.....	7
4.3 Schedule of Tasks and Responsibilities.....	7
4.4 Schedule of Remuneration.....	8
4.5 List of Office Equipment .....	8
4.6 Organizational /Administrative Budget .....	8
5.0 MARKETING PLAN .....	9
5.1 Customer (Target Market) .....	9
5.2 Sales Forecast .....	10
5.3 Marketing Strategies.....	10
5.4 Marketing Budget.....	12
6.0 OPERATION PLAN .....	13
6.1 Material Requirements .....	13
6.2 Machine and Equipment.....	13
6.3 Operation Budget.....	13
7.0 FINANCIAL PLAN.....	14
7.1 Project Implementation Cost .....	14
7.2 Cash Flow Statement .....	15
CONCLUSION.....	16
APPENDICES .....	17

## **EXECUTIVE SUMMARY**

Opening a shop at the heart of a bustling city that is often the main attraction for many foreigners or tourists and even for locals to make a visit and do some shopping. There are about 4.32 million peoples visits there. Event ought, there is decreasing of the number of tourists since the first quarter of 2020, there are still people that shop at the area.

Since it still a small business, the business's main product or service is hijab. Hijab is iconic wear that is popular amongst Muslim woman and lately, even non-Muslim woman wears the hijab, as it is often fashioned with any other outfit, also, the reasons why it is preferable to be wear in a fashion sense is the aura of purity that emits from it as people perceive the persons, the hijab ironically symbolized the symbol of purity. The appeal of hijab to many other women other than for fashion is the benefits of them which can protect self from the sun rays, dirt, or from any other unexpected things that which people deems as things that might harm them in a sense of bothersome.

When starting a business there will be competitors and it has its downside and upside. Most would feel unmotivated by it, especially if their competitors are well-known and already have a solid base and customers. But, these factors can be the motivation that is needed, as it helps to make the products even more unique than your competitors, and push you to think of ways of attracting more customers than you competitors or you can find the appeals of customers when buying or searching for an attraction that attracts customers because having large competitors will be putting self on the level of customers. The competition between the business might help in bringing the attention of the customers to each other business as the customers would think or proclaimed themselves to be the judge of which products is better.

According to the global Islamic clothing market size, it is to be expected in 2025 to reach an amount of over USD 88.35 billion. It is also anticipated to register the CAGR of 5% over the forecast period. The increasing demand of the product and total of the market that to be expected is due to the increasing of the expenditure of Islamic population on the lifestyle and the clothing and to add, it is most preferable among the wealthy elite and the traditional middle Easter is expected to also help in the proper of the product demands. This reason makes it a more appealing type of market that has potential and even in this nation, the demands of the product are more profitable even if started small.

## **1.0 BUSINESS DESCRIPTIONS**

- a) The name of the company is Fazirah hijab
- b) In Malaysia, there is about 60 % of the population is Muslim and it isn't the only country out there that has a surge in demands for what is known to be a modest fashion for Muslim women. Demands for headscarves or hijab is rising as more and more Muslim women decided to wear hijab. Many other Muslim countries started to demand this modest fashion as it helped with the shift that happened overall around the world as the religion has been interpreted more conservatively in many other countries. Because the hijab is known world-wide and the demands of it increased as more and more women whether it is Muslim or non-Muslim decided to wear it, it is precisely why we choose to select this business.

### **1.1 Company Background**

- a) Name of the organization: Fazirah Hijab
- b) Business address: 1, Jalan Dutamas 1, Solaris Dutamas, 50480 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
- c) Website/e-mail: fazirahhijab@gmail.com
- d) Telephone number: 03-4466 7890
- e) Form of business: Sole proprietorship
- f) Main activities: fashion services
- g) Date of commencement: 1 January 2021
- h) Date of registration: 1 December 2020
- i) Name of bank: Maybank Berhad
- j) Bank account number: 08560028119019

## 1.2 Organization Logo/Motto

### Logo



The logo has two flowers with different colour which is pink and purple. The reason for the different colour is because of the meaning of each colour represent. The pink flower has the meaning of gentleness, happiness, and femininity, while the purple flower has the meaning of charm, elegance, grace, and refinement, also it has a romantic impression. All this meaning is the reason why we choose this type of setting as it is what we strive to give the impression of when people wear the hijab. The name is from the owner and what kind of product that we sell.

### Mission

- We strive to give our customers the best quality type of fabrics at a reasonable and appropriate price to ensure our customer's comfort, quality, and satisfaction that they deserve.
- Became well known throughout Malaysia.
- Deliver our utmost care regarding the product that we serve.

### Vision

Our vision is to be the most sought after brand in headscarves or hijab worldwide.