



**ENT 300**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**GROUP ASSIGNMENT : BUSINESS PLAN**

**SUGGESTION FOR REFERENCE:**

OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	



**HURUN TAJ**

**PREPARED BY**

NO.	NAME	ID NO.	GROUP CODE
1.	AQRA ADIBA BINTI RASHIDI	2018686862	P2 HS114 5 A3
2.	FARAH NUR IZZAH BINTI ABD AZIZ	2018633184	P2 HS114 5 A3
3.	MUHAMAD NUR HAFIY BIN SAIDI	2018675196	P2 HS114 5 A3
4.	ANWAR BIN ZAIDI	2018694748	P2 HS114 5 A3
5.	TASNIM BINTI MD ARIF	2018435016	P2 HS114 5 A3

**PREPARED FOR :**

LECTURER'S NAME	:	<b>SIR MUHAMAD SHFRI DAIE</b>
SEMESTER	:	<b>OCTOBER 2020 – FEBRUARY 2021</b>
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## **EXECUTIVE SUMMARY**

Hurun Taj is a new and fresh hijab brand that has been established by 5 business partners who graduated from physiotherapy school, and each of them holds different position which plays different roles, starting from the General Manager, Administrative Manager, Marketing Manager, Operation Manager and Financial Manager.

Five of us have been decided to release a hijab line business as from the minor struggles that have been experienced by most Muslim women who work as healthcare providers as well as from the urban Muslim women who loves to be active. We are producing a convenient instant hijab that not only can be worn by healthcare providers but also for any Muslim woman out there who wants to make their life much easier!

Our first product is an instant hijab that has tiny holes or spaces on each of the side (near the ears) so that it can make it easier and convenient to wear stethoscope or earphones. It is a bit difficult for a Muslim healthcare provider to wear the stethoscope through the hijab and at the same time, to make sure that the hair is fully covered and not being exposed. In addition, it has also been a minor struggle for Muslim women to remain active without the need to worry about their earphones from being tangled.

As health science students who needs to go for their clinical session at the hospitals, we found out that it is hard to find a stethoscope friendly instant hijab that comes in a pretty design and high-quality material. Hence, we have been thinking that why not we come up with this idea?

This hijab line will be released in variety of colors which are black, white, brown, grey, green, pink and blue. This could provide multiple choice for our customers to choose from. In fact, we are also making sure that the quality of our hijab could reach other exclusive and high-end brands of hijab. We are producing a convenient instant hijab that is made from 100% soft cotton material which can provide comfort and less ironing, because nowadays, we have less time to iron our clothes right? Hence, we decided to make your life easier where you do not need to wake up early in the morning to iron your hijab anymore!

Although we are releasing a high-quality hijab, we are selling it with an affordable price because our main aim is to produce a product that could be bought by anyone, no matter which group of income class that they are in.

Our customer can come to our boutique which located at Eco Somerset, Eco Sanctuary, Kota Kemuning, Selangor. The location can easily be found and reached by our beloved customers since Kota Kemuning is located in between Shah Alam and Klang, some of the busy districts in Malaysia. However, we also provide another option for our customers to purchase our product online, where they can buy our hijab from our official website ([www.huruntaj.com](http://www.huruntaj.com)).

Besides, any other company or organization who wants to collaborate and work together with us, they can find us at the same location of our boutique but on the second floor, or they can send us their inquiries at [huruntaj@gmail.com](mailto:huruntaj@gmail.com) or call us at 03-2375 1826.

## 1.0 INTRODUCTION : BUSINESS AND OWNER DESCRIPTION

### 1.1 BUSINESS DESCRIPTION



The name “Hurun Taj” is inspired by Arabic words which can be define as angel of paradise or beauty (from the word *hurun*) and crown (from the word *taj*). Thus, the combination of *hurun* and *taj* will form a meaning of crown for angel of paradise or crown for beauty. The crown is specifically referring to hijab which purposely used for covering every Muslim woman’s crown, which is their hair and in Islam, every woman who covers their aurah properly, including their hair, will be granted with the beautiful paradise. Hence, the graceful meaning behind the name of “Hurun Taj” is the main idea why we chose it to be our company’s name, which mainly focus on selling hijab with a little bit of twist to make it easier and convenient for all urban Muslim women out there.

Each of us agreed with the design of our brand logo which brings a lot of reasons behind it besides being pleasingly beautiful to the eyes. The circle of flowers and leaves behind our brand name is actually symbolizing a flower crown which often be used as a throne. We chose to use flower crown instead of ordinary gold or yellow crowns because flower crown seems to have soft and elegant element meanwhile normal crown is more likely to be appeared as expensive and power. By using soft element, we hope our customers can feel that our brand is not exclusively just for the nobilities but can be afford by everyone who is looking for an alternative way on how to make things easier in their life, no matter what status they are in.