



اَبُو سَيِّدِي تَيْكُو لَو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

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KAMPUS SERI ISKANDAR,
FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (FSPU)
DEPARTMENT OF QUANTITY SURVEYING**

ENT300 – FUNDAMENTAL OF ENTREPRENEURSHIP

COMPANY NAME:



LAWA SERI HIJAB

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1.0 EXECUTIVE SUMMARY

This business activity required student to conduct either sell product or offer service. Students can do the business activity online or offline business. As a student, my lecturer, Puan Hafini Suhana binti Ithnin, gave within 3 weeks to conduct my own business activity.

For this business activity, I decided to choose to sell headscarves or also known as tudung from Lawa Seri Hijab which is my own brand since January 2021. According to business activity for ENT300 programme, I should run my business activity within 3 weeks. I run my business activity through online on Facebook and Instagram. This is also a big challenge for me because it has a lot of competition in hijab business.

Furthermore, I have also gotten support from my family. I borrowed money from my family as my business capital. So, I bought in bulk from suppliers which is Ashanim Textile. Then, I have sold Darina square printed edition within 3 weeks. I started from 2 May 2021 until 23 May 2021. I have also recorded sales on cash flow. Therefore, I can find out how much I gain profits and losses I bear.

Other than that, I have worked hard by doing promotions through social media to get customers within 3 weeks. It was not easy for me to run this business activity due to Covid-19 pandemic as there is a part of society that has less income and I had to meet with the supplier to take all the stock by following standard operating procedures (SOPs). Hence, I use the J&T service to deliver orders to customers.

From this business activity, I was glad as my family, friends and lecturers support and help me. Also, I exposed on how to operate my own business and being more intelligence in conducting business. I able to analyse the problem and find the solution in business. Other than that, I know how to arrange my marketing strategies to attract customers. Therefore, this activity is a good medium for me to learn more about business and improve the progress of my business in the future.

2.0 PROJECT DESCRIPTION

2.1 Product

- **Brand**

Lawa Seri Hijab is the new brand which produce the headscarves for women.



Figure 1 Logo Lawa Seri Hijab

- **Design**

For now, Lawa Seri Hijab released a new edition which is Darina square printed edition. The material of this edition is premium cotton voile printed ironless. There are many sweet designs to customers choose. The measurement for this edition have 45 inch x 45 inch and 50 inch x 50 inch. Plus, I got the pictures of model from supplier.

I offered a good quality product to attract customers to buy. The latest designs of Darina edition of Lawa Seri Hijab received the good feedbacks from customers within 3 weeks:

Illustrations:



Figure 2 The Design of Lawa Seri Hijab



Figure 3 The Design of Lawa Seri Hijab