



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ بِمَارَا  
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FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

CALLIASCARVES



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## **1.0 EXECUTIVE SUMMARY**

In my assignment this time, I have chosen to run the Calliascarves business by offering customers two types of shawls, which is satin silk shawl and satin ombra shawl. I also running this business starting from 17<sup>th</sup> May 2021 until 4<sup>th</sup> June 2021. The three -week business has been well received and have a good response by the customers of various ages.

Before running this business, I have identified the most suitable target group for my product. The decision was made based on their interests as well as current trends. For this business, I have used two platforms to sell my hijab lids namely on Instagram and also Whatsapp. I chose these two platforms because they are both major social sites that are often used and can help to facilitate transactions.

The scarves business I run is profitable which allows capital to turn over back to me as a seller. I also made a profit from the sale. Despite making a profit, but at the same time, not all scarves can be sold within the specified period. During these three weeks, I have managed to sell 24 pieces of scarves out of 30 pieces of stock that have been purchased.

At the end of this business, I had learned new things and gained experience about this world of entrepreneurship. This business makes me a more diligent and focused person with what I want to do. In addition, I can also improve my communication, marketing, time management and problem solving skills. For me, the business world is fun but at the same time it takes courage to face whatever risks come.

## 2.0 PROJECT DESCRIPTION

This business activity is a time where each student must running a business for 3 weeks. For the assignment, I decided to sell scarves on social media. Everyone is aware and knows that the hijab is obligatory for all Muslim woman around the world. It is estimated that there are about 16 million Muslims in Malaysia and half of them are wearing scarves. I chose the hijab business for my assignment this time because hijabs are a woman's need. It is not complete as a Muslim woman in Malaysia today to go out without wearing a scarves. This is because of religious demands that make it obligatory to cover the aurat.

Apart from that, the hijab also does not have an expiration date like trading in food or other cosmetic products. For example, when selling a food, if it is not sold out then it has to be discarded in order to maintain the quality of the product. But, if the hijab is not sold out, there is still a chance to get a little profit such as making a promotion or free gift.

Not only that, the scarves business also requires low cost. It only requires in around RM300 for the start of the business. To maximize profits as well, is to know and find the major scarves manufacturers so that you can buy at wholesale prices. Although the start -up cost is low, but can achieve good profits. Lastly, the hijab business is also an easy business to sell. It's because it's just enough to take a picture of the scarves in beautiful and neatly condition before uploading it to a social site and selling it.

### 3.0 PROJECT OUTCOMES

#### CALLIASCARVES

17<sup>th</sup> May 2021- 4<sup>th</sup> June 2021

#### Capital Record

Details	Date	Items	Quantity	Price	Remarks
1.	15/5/2021	Satin silk shawl	20 pcs	RM140.00	First batch
2.	29/5/2021	Satin ombra shawl	10 pcs	RM74.50	Second batch
<b>TOTAL CAPITAL PRICE</b>				<b>RM214.50</b>	

#### Stock Record

Date	Products	In	Out	Total	Remarks
15/5/2021	Satin silk shawl	20	20	All sold	From first batch
29/5/2021	Satin ombra shawl	10	6	4 Left	From second batch

#### Purchasing Record

Date	Materials/ Ingredients	Variables Cost	Fixed Cost
12/5/2021	Plastic zip lock	RM14.00	-
12/5/2021	Parcel	RM20.10	-
15/5/2021	Sticker logo	RM15.00	-
11/5/2021	Brown paper (Thank you card)	RM20.00	-