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SERI ISKANDAR, PERAK

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ASSIGNMENT III

BUSINESS PLAN

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EXECUTIVE SUMMARY

This assignment asks you to prepare business plan to your own idea. For best result you want to have a short and concise project outline. Business plan is important paper for startup (Initial public offering) of a business. The main purpose of this paper is the study of the market and generating revenue for the firm, from which it may be possible to make profit. The business plan is a tool for evaluating company's financial condition to obtain financing on terms that are acceptable to the lender and enable the company to proceed with its operations.

The objective of this business plan is about your short term and long-term goals, about what, when where and how you are going to achieve them. Use the main idea of this report to summarize everything in one sentence. In your sentence you must express your vision and mission of the company in one sentence that will be able to motivate a person who has no idea who you are or what you are doing (your future customers). In the first section you must give your business plan in detail. Making a business plan is to establish the goals and objectives of the company. Along with providing capital, the objective of making a business plan is also to establish achievable goals that align with the bottom line. The bottom line is an accounting term that refers to net income or losses after all expenses are taken into consideration.

Headscarf or known as hijab is the basic clothing for women. the headscarf serves as a head covering that covers part of a woman's hair. This headscarf comes in various shapes for example, shawl, pleated shawl, half-moon shawl etc. The material of making this headscarf is also made from various types of material to get the suitability and comfort to the user. moreover, the type of headscarf used is often worn according to the suitability of the situation as well as the occasion visited.

You chose the headscarf business plan because of its very wide marketability. The headscarf business is often the focus of the public, especially the female gender. This is so because, they are easily attracted to the design and type of fabric produced by the hijab dealers. The headscarf that will be launched by you needs to be discussed in the business plan to improve and encounter various problems that will arise when the business is implemented. Logically, the headscarf business is a challenge for you because there are various competitors who are rising in this headscarf business. Therefore, it is very important for you to create this business plan.

1.0 BUSINESS DESCRIPTIONS

Arfeanazman Scarves offers the customers premium hijab scarves that can be wear for almost every woman. The scarves will make the wearer comfortable alongside an elegance looks to them when wearing it. Besides that, the easiness to wear the scarves is also part of its main characteristic that make this product a must have.

Arfeanazman Scarves was founded by the Mr. Muhammad Nazhan, which is the founder of this company. This business takes the form of a sole proprietorship. This form is preferable because it is easier to establish and gives the owner complete control of the business. This makes it much easier to make any decision regarding of any choices that could affect the business. One of the strengths of this company is that most of its products are hand made by the company's tailor. The scarves can only be obtained from the this business's shop. There is also disadvantages for this business, which is the difficulties of finding a good tailor to make the products. These weaknesses can be overcome by prioritize on hiring a qualify tailor for the job.

The main factor scarves was chose for this business is to focus on giving women a comfortable feeling and to make them elegance when wearing the scarves. This business priorities on highlighting the beauty of a women when wearing the scarves and increasing the demand of scarves among women. Scarves and modest wear business may not be as big as other fashion industry, and there is not much competitors compare to others. This gives the opportunities to expand the business to become one of the top brand of scarves business.

1.1 Organizational Background

Name of the Organization	Arfeanazman Scarves
Business Address	125-135, Jalan TKS 1, Taman Kajang Sentral, 43000 Kajang, Selangor
Website/Email Address	www.arfaenazman.com
Telephone Numbers	03-8921 5044
Form of Business	Sole Proprietorship
Main Activities	Selling Scarves
Date of Commencement	1 January 2021
Date of Registration	2 December 2020
Name of Bank	Bank Islam
Bank Account Number	12092023197820