



اَوْبُورِ سِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 530: PRINCIPLE OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT:

FOODINSCARF



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## EXECUTIVE SUMMARY

FoodINScarf is a small SME company that newly started on 11 July 2019. FoodINScarf provide their customer with an affordable yet maintaining its product quality. FoodINScarf provides its customer with a variety selection of Scarf from different design, different colour and material texture.

Our target audience is a group of teenagers mainly focus on student who are looking for a cheap scarf yet promising a quality scarf which is hard for students to search for an affordable scarf. FoodINScarf also target elderly teenagers that are looking for a trendy scarf that could not put a hole in their pocket.

Right after, the owner and founder finish his matriculation in Malacca, the owner started selling scarf through Instagram and does not has any specified area of businesses and solely depend on customer demand that are seeking for scarf online via the platform of Instagram. Most of our customer get to know us through our hashtag on Instagram which #TudungMurahMelaka. However, after a moment of slow sales, the owner and founder use a different platform to promote their scarf which is through Facebook Pages.

As at current moment, FoodINScarf is solely owned by Mohd Amirul Ikhwan bin Mahazir. FoodINScarf are still trying on using Facebook as their platform to attract a lot more potential customer to engage with our Facebook Pages. In effort to promote FoodINScarf, FoodINScarf has try a few methods that includes teaser, soft sell and hard sell.

2. INTRODUCTION TO BUSINESS  
2.1. INTRODUCTION OF BUSINESS



FoodINScarf is established on 11 July 2019. The name itself FoodINScarf is a combination of the word “food” and “scarf”. The main reason behind my business is to supply an affordable scarf for students who are unable to purchase any expensive scarf that is being sold in the market.



FoodINScarf has no physical store and our main platform of business is online platform, therefore our service is available throughout all over Malacca. My work involves promoting my product, arranging customer postage, delivering product for customer that demand for cash on delivery and managing product stocks.