



اَوْنِيُوْ رَسِيْتِي تَيْكُونُو لَوِي كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF COLLEGE CREATIVES ART

BACHELOR IN GRAPHIC DESIGN (HONS)

(CAAD241)

PRINCIPLE OF ENTREPRENUERSHIP

(ENT 530)

BUSINESS NAME :

The Face of Style

PRODUCT NAME :

3 in 1 instant cap scarf

PREPARED FOR:

MADAM SITI NAZIRAH BINTI OMAR

PREPARED BY:

NO	NAME	STUDENT ID
1	AHMAD KUSYARYMAN BIN KAMARUDDIN	2021515795
2	NURIN BALQIS BINTI AZLAN	2021515899
3	NUR HAKIMAH 'ALIAH BINTI MOHAMAD NAZRI	2021384947
4	NUR SYAHIRA AIN BINTI ABDUL HALIM	2021341205

Table of Content

Acknowledgement

- 1. Executive Summary**
- 2. Company Profile**
- 3. Enviromental Industry Analysis**
- 4. Description of Venture**
- 5. Marketing Analysis and Competition**
- 6. Operation / Production Plan**
- 7. Organization Plan**
- 8. Financial Plan**
- 9. Project Milestones**
- 10. Appendics**

ACKNOWLEDGMENT

Alhamdulillah, most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirements that need to be accomplish in this course work assessment for the code ENT 530.

Special thanks to our family and friends in supporting us to complete this business plan report. Besides that , I also thanked to my lecturer , Madam Siti Nazirah Binti Omar to help and guide us during the process of completion of this project work. Without her, I would able to complete this business plan.

Through these problems we manage to become more organize and mature in detailing with problems that occur during my research. As a Art and Design student, we admitted this project work was very hard and we went trough a lot of tough time. But , Im so thankful because we can finished it and survived.

Last but not leats, to those who involved and contributed directly and indirectly to this business plan, we was very grateful to them for the effort and initiative that they have shown in my project until we successfully completed my business plan. We apologize to all other unnamed person who helped me various ways to complete this project and we hope this report can give me little bit about Entrepreneurship world and fact about how to become entrepreneur in future.

1. EXECUTIVE SUMMARY

As partners, we are starting our own company, which we have named The Face of Style. The introduction of a brand-new hijab style and design is our primary commercial activity. Our hijab is strictly "INSTANT SHAWL WITH CAP," we created this product since it is now in style for girls who enjoy wearing a cap and scarf. We designed this new innovation product by attaching the mask strap to a button on the side of the cap. As a result, this design makes it easier for hijab wearers to wear a mask while still being able to style the newest trends which follows the "Syarak" of Islam. The efficient operation of our firm depends on the administrative, marketing, operational, and financial divisions. With one individual working as General Manager and in charge of monitoring all of our company's departments, each of us will be in charge of one of the departments. To make working for us easier, our office is located in our shop lot. It is located in Alam Avenue Seksyen 16, Shah Alam Selangor's shop.

We chose this location since it is currently home to numerous dwellings and has a large population. Therefore, we are attempting to seize this opportunity to draw in and acquire customers. The Face of Style store employs 4 people. Both a bank loan and the partners' own contributions of RM50,000 each are used by Face of Style to fund their business. Our startup business capital and expenses are supported by all of the partner contributions and bank loans. We also intend to use the money to purchase all of the equipment required to run the company.

In conclusion, we want The Face of Style to help people achieve beauty and present themselves elegantly.

2. COMPANY PROFILE

2.1 Company Name and Logo

2.2 Logo



This company's mission is to serve all women's requirements and provide fashionable, useful solutions for contemporary Muslim women. Muslimah who care about fashion will enjoy Fabulous Hijab. With the ability to be modest and exquisite, it is appropriate for everyday wear, whether informal or formal. We choose name "The Face of Style" because hijabs cover all parts of the head except for the face, this name works perfectly. It shows that while some consider hijabs a way of concealing, your brand sees it as a way of showcasing the face. "Get dressed up, be fashionable" is our motto. With a strong online presence, the company's vision is to become one of Malaysia's top providers of high-end, stylish, and exquisitely modest designs for customers primarily in Malaysia, Singapore, and Brunei as well as around the world. Its mission is to offer distinctive hijabs to meet the needs of every lady because every woman is unique and has different needs.

Company Background

Name of the Business	The Face of Style
Business Address	Alam Avenue Seksyen 16 Shah Alam - Jalan Serai Wangi, Shah Alam, Selangor, 42000
Correspondence Address	Alam Avenue Seksyen 16 Shah Alam - Jalan Serai Wangi, Shah Alam, Selangor, 4200
Website	www.thefaceofstyle.com.my
E- mail	thefaceofstyle@gmail.com
Telephone Number	
Fax Number	09-4525786
Form of Business	Privated limited company
Main Activity	Selling Fashion Hijab
Date of Commencement	15th June 2022
Date of Registration	6th April 2021
Registration Number	SB-160714-K
Name of Bank	Maybank
Bank Account Number	

3. ENVIROMENTAL INDUSTRY ANALYSIS - overview of the industry

3.1 Convey to the Investor that the Company and Product Truly Fill an Unmet Need in the Marketplace.

Currently, our main line of business in this regard is the sale of the Hijabs collection. We must always consider our actions, especially in business, if we truly believe in what we want to market. We fluctuate between being at the top and the bottom. In addition, we need to be aware of the products we intend to market. Following market segmentation is our goal because it is essential to effectively selling our product. Additionally, you must first undertake some research, including demographic, geographic, behavioural, physiographic, and other types of research. These types of research include what services we want to include in our product and what strategic locations we want to visit for the main business. We established a hijab store in Shah Alam. It is frequently seen in public places, suggesting that every nation need to have at least one Hijab store. As a result, we have customers of all ages using our services. It also depends on how big you are right now. It may also come in a range of sizes that we offer, depending on what our customers require or request. We gave various colour options for shawls made of the same chiffon fabric. Everyone can enjoy it, especially children, teenagers, and adults. In order to make the cap fit the size and needs of the customer, we also sell hats and scarves in a range of sizes. Consequently, because the hijab is a crucial component in Islam, we are aware that there is always a must-competitive. Customers will think about the hijabs' style and material as well as their comfort, among other things. The price is also quite fair.

3.3 The Industry and Trends in which the Company Operates should be Identified and Analysts' Predictions of Your Industry or Market Segment.

What is your top priority when it comes to this kind of business? Why do you want to start a business? Why do you want to launch a business? People with entrepreneurial aspirations are able to launch their own businesses, but they must take the process slowly, especially if the business faces challenges with its finances, location, or other factors. Whatever occurs, you must deal with it, and based on the problems that arise, you must design new methods or strategies to improve it. Market analysis is the only thing that matters in marketing, according to the claim that may

be made here. Everyone is aware that you can't achieve anything without first analysing it. Then you can plan how you'll sell your products in the near future. When someone wants to launch a business to sell a product or offer a service, market analysis is in this situation particularly relevant. We employ market analysis to make sure that our market is operating efficiently. Our target demographic in Shah Alam is people of all ages. Depending on what the clients want, we can also post it anywhere else besides Shah Alam. Sometimes customers from outside Shah Alam will buy a package or combo to get a discount. Everyone can use our product, and if they use it frequently, they can continue to do so.

3.3.1 Psychographic Segmentation

A trait of many styles is psychographic segmentation. It is possible to identify traits, values, attitudes, hobbies, and lifestyles. Segmenting your market can help you create and market your products more effectively since there will be a greater fit between the needs and wants of each section and the product. Our target market includes people of all ages from all communities in and outside of Shah Alam, according to our research.

3.3.2 Behavioural Segmentation

It is a technique for segmenting a sizable market based on consumer buying habits into more manageable, homogeneous groups. Businesses carry it out based on the purchasing habits of their customers, including frequency of usage, brand loyalty, and one-time requirements for benefits. As you are aware, all of Shah Alam's neighbourhoods are our target market, and the majority of them are made up of students, kids, young adults, and other working people of all ages.

3.3.3 Geographic Segmentation

The split of a market into geographic or regional segments is known as segmentation. Categories include religions, nations, states, cities, villages, urban or rural, climatic conditions, and population density. This process is known as segmentation. Reaching out to clients who reside in comparable places or share similar interests does, however, assist. In that case, Shah Alam has been chosen as the site of our business operations. Because of this, many Muslim consumers travel

to Shah Alam to shop for raya items, particularly scarves, during the holy months of Ramadan and Hari Raya Puasa.

3.4 Description of the Industry in which the Company Operates or Will Operate

3.4.1 Structure

Our company's structure is handled by the manager in accordance with the employee departments such as finance, operations, administration, and marketing.

3.4.2 Size

We are recognised as a Sendirian Berhad enterprise. Since we nearly immediately opened, it can be categorised as a medium-entrepreneurial business. We just have a small number of workers. Here, we may say that our capital is approximately RM130,000 annually.

3.4.3 Major Factors Affecting the Market Growth

Demand for goods and services among consumers has an impact on market expansion. The market will expand or grow if there is a rise in the demand for goods and services. Supply and demand grow when interest rates and prices shift. Since September 2018, when the government's policies were enacted, the government has been generating revenue via levying taxes and fees on goods. For instance, in Malaysia, the Goods and Service Tax (GST) and Sales and Services Tax (SST) will increase the cost of the product, causing a drop in sales.

3.4.4 Industry Trends

You must initially examine development forecasts in order to comprehend market trends. It is necessary to do research in order to relate consumer behaviour, technical development, competitiveness, employment, new product development, and other industries to industry trends. Consumer patterns in Malaysia have stayed constant with the community's ability to continue consuming the goods and services provided despite the hike in the goods and services tax (GST). Following study and consumer behaviour analysis, our organisation will have a reasonable and suitable price. Since many companies in Shah Alam offer the same service or good as us, there is intense competition.

3.4.5 Market Trends

A market trend is the idea that over time, the financial markets are moving in one direction. Short and long terms that can be divided into them are frequently utilised. The word "long term" refers to the short term, which can be further divided into primary and secondary. Government policies, international business deals, speculative presumptions, and supply and demand all have the potential to affect market movements. The government of Malaysia promotes fair competition among enterprises. Supply and demand can be seen in things like investments, commodities, currencies, and services. Interest rates and price alterations are a result of changes in supply and demand. Additionally, prices will increase if there is a great demand for something and the supply starts to fall. In addition, prices will decrease if supply increases more quickly than demand.

3.4.6 Competitive Environment

Market segmentation is crucial, so those who are interested in starting a business and who strategic aspect in business, should do so. It's not as easy as it seems, especially when there are competitors all around us. In the corporate sector, the techniques you employ to research your environment are vital. As you are aware, one of the issues is that we can improve our market segment, know our level, and do a lot more by learning about the competition climate here. are aware that their local surroundings, such as the environment, are the most important. Just like we did, they started a hijab collection business in Shah Alam rather than selling them for a fair and cheap price. Our company differs from others in how we provide services, such as postal delivery and other services, and how we innovate our products to make them useful in the age of the COVID 19 epidemic, among other ways. When a consumer buys a package or combo, we offer a discount as part of our customer service policy. Every organisation needs its own unique tactics, but they need to be sensible and valuable.

3.4.7 New Entrants

Since so many individuals are looking for work, you must seize the chance if it presents itself. About a year ago, our business in Shah Alam opened. Because many businesses are entering the clothing industry, which is a common occurrence in life and one of the most essential aspects of someone's existence, it follows that people require clothing. may also relate to people who live in lifestyles.

3.4.8 Key Technologies

We offer discounts when you buy a combo or package, for example, because we want to sell to our customers as a whole. We use only the highest-quality fabrics, which are smooth, ironless, and incredibly cheap. The finest aspect is when it can be worn by people of all ages.

3.5 Differences Between What Is Currently on The Market and What Will You Offer.

The majority of people that start businesses, such as selling clothing, bundles, and other items, have various fashion senses, which can be observed in the patterns, designs, and materials that they employ. For the current business market, the majority of businesses offer a package or combo and add postage to receive a discount. Additionally, our business has a fresh bundle or combo, so these clients will save money. As additional gifts for every occasion, we also provide a surprise box and bouquet.

3.6 Details of each product and service

3.6.1 Primary End-Use and Significant Secondary Applications.

The face of Style Sdn. Bhd. is our business. It's in Shah Alam, close to Kuala Lumpur. The majority of what we sell are hijabs. Currently, we also sell surprise boxes and additional clothing items like various styles of shirts. Other than that, you can choose the colour and material of these hijabs from a wide range. Additionally, our business decides to sell in bulk, which entails offering discounted prices on combos.

3.6.2 Benefits of the Product

Only short and long measurements, such as 35, 45, and 50, are available for our hijabs. Additionally, provide measures for children based on how short or long they desire. The specified hijab can also be purchased plain or printed. The buyer can pick the colour they prefer. The variety of colours is enormous. These hijabs, however, have really lovely, precise stitching and edges. In addition to the hijab, our package also includes a headgear in either black or white with no pattern. Customers can select the cap's size as well.

3.6.3 Unique Features

As you are aware, these collections contain a lot of unusual items. One of them is that a box is included. Additionally, as the shawl and cap are already sewn together in our hijabs, the awnings are always hidden behind the cap, so our clients shouldn't worry about their shape. Another distinctive feature of our product is that the mask strap is attached to a button on the side of the cap, which is a brand-new innovation. As a result, this shape makes it simpler for hijab wearers to cover their face while still keeping up with current fashion. There are two choices: button or clip. These hijabs are made of thick, thin, and non-deafening fabrics once worn. The fabric of this hijab is quite soft and flowy, though. The nicest thing about using our product is that you

can save the hassle of ironing because it is already ironless. Because it is so inexpensive, anyone can buy it without having to think about it too much.

3.6.4 The Drawback of the Product

The competitor may be a disadvantage in this situation because our company just got off the ground a year ago. Everyone sells the same products, but what can set us apart from the competition are the materials, creatures, and how well we perform compared to the competition, as in the case of this new innovation product that we created by fastening the mask strap to a button on the side of the cap.

3.6.5 Present of Development

At this moment, we can claim that we launched our business from a modest store in Shah Alam that is still operational. Only locally produced goods are produced and sold by us, although we do export to Perlis, Selangor, Sabah, and Sarawak as well as Negeri Sembilan, Melaka, Perak, and Pahang. This is how we'll extend the reach of our marketing. Prior to extending our marketing to a larger audience or customer, such as the entire Malaysian market, we must, however, make sure that the locals believe in and embrace our goods. In addition, we want everyone in Malaysia to be aware of the existence of our product so that, if they accept and trust it, they would start looking for it.

3.6.6 Time and Money to Fully Develop of the Product

In general, it will take us at least four months after deciding to launch The Face of Style to produce a truly viable product that will have stable marketing. We keep doing research, analysis, and development to make sure the product we offer is the best and most streamlined. After research and development, the practical model was published a month later, and we continued to investigate to enhance and reduce the weaknesses in our product. To advertise our product, we use mass media like social media and commercials. This is how we advertise our products as a result of the fact that we are a new business. Make people aware of our current offering, and stay in touch with clients, friends, and other associates because soon, a lot of concerns will be raised regarding where to purchase hijabs. Once consumers come to trust and

believe in your goods, they will start buying it regularly. For each product, from toys for kids to clothing for adults, our group spent about RM 5. This includes the uncomplicated packaging we produced. This budget also accounts for the wage rate we pay our employees and any additional accommodations we may have used during the production process.

3.6.7 Competitive Advantage Over the Competition

Every company or business has a competitive component. We should use techniques to enhance the marketing process. We can study and assess our strengths and shortcomings using this data, which will help us better both our market niche and business operations. Because of this, the advantage that clients need is always evolving. In order to keep and attract current customers, our firm must constantly adapt to meet new needs. In order for our customers to remember our product and for current customers to be happy with it, we must also regularly present new features of our product to them. To keep our current market share, we must constantly update and improve our current product with newer materials.

3.6.8 Opportunities for the Expansion of the Product Line

Once the product has been well received by the users, we will expand our product line to a bigger market line by offering new products. We're trying to sell it all over the country, so we need hire more staff to help with marketing and the sales process in particular. If our product is well appreciated in Malaysia, our present objective is to sell our items outside of Malaysia, such as in other countries.

3.7 Technologies / Special Know-How

3.7.1 Difficulties and Risk

We must calculate the precise number of hijabs required to satisfy client demand, which adds to the challenges in creating our product. This is due to the fact that if we make a mistake, the result will be different and it will affect the quantity of our products. For example, if we purchase a wholesale hijab without first determining what the customer wants, the type of hijab, and the materials used in hijabs, we will end up with a lot of waste in terms of hijabs. This will affect how satisfied our customers are with our products. If people discover that we, as a service provider, do not meet their needs, they will not come over to buy our product. The protocol for the marketing sector must therefore be followed at all times.

3.7.2. Resources Requirement

The best course of action for our company is to concentrate on the above-mentioned plan, which calls for the quick launch of a new product. Depending on the kind of material we want to create, we will need to buy a new ingredient, and we will choose to make our new product ourselves. Then we decide to expand, which entails buying a new machine to enable us to produce the new product more quickly than previously. By enabling us to work on both our current product and our upcoming product at once, it will save time. As we have bought a new machine to do like the others, we would also like to hire more personnel to finish our goods. Additionally, it might save time, indicating that each employee has certain roles and responsibilities when collecting hijabs.

3.7.3 Design and Product Development Stages

We will work to improve our packaging and design in the upcoming years in an effort to draw in more customers. There are so many things we want to get better at, including how to get more customers, how to handle clients, how to increase our marketing abilities, how to advertise better, how to market our products that will be available very soon, and so on. We will start by donning it to draw customers, and if they are interested in our design, they will ask us where they can buy hijabs. The management and operator will come up with a new packaging design and try to make a prototype to model it first. After that, we will launch our new product in a timely manner with great honesty.

4. DESCRIPTION OF VENTURE

4.1 Opportunity

4.1.1 General Nature of the Company

The Face of Style is a company that had offer soft and light fabric materials based on Alam Avenue Seksyen 16 Shah Alam, Selangor. Our company also provided most hijab size measurement in 35, 45, 50, 55, 60. A vibrant increase in innovation has been generated by the desire for the hijab, and certain firms are now well-known. Unsurprisingly, practically everyone wants to establish their own hijab line in order to partake in the lucrative market. As a result, both the simple and printed names of our company are covered. Soft and lightweight cotton, lyre, cotton thread, cotton gauze, bubble crepe, mixed crepe, and satin silk are among the utilized. The company sells veils in a range of styles, hues, sizes, and patterns that find a balance between wearing modestly and attractively. In Malaysia, For Muslim women, there is a specific dress regulation known as the hijab. Therefore, by designing a fitting hijab, we hope to assist Muslim women everywhere in wearing the hijab in a variety of ways that reflect modern trends.

4.1.2 Problems and Solutions of the Company

If a woman has a hidden issue that day, even the most bothersome thing can spoil her day. Women detest wrinkled hijabs the most, so if you want to purchase one, make sure it does not require rubbing. However, with this 3-in-1 quick hijab, we are assisting our consumers by utilizing a special, imaginative, and cutting-edge formula, recipe, and approach strategy of marketing. In addition, we want our customers to feel connected, devoted, and trustworthy toward us when using our products. Additionally, we want them to become experts in hijab styling so that they can simultaneously follow the fashions that were receiving so much attention.

4.1.3 The Value Proposition

According to the age of the consumers and also to the customers we are trying to reach, the price of our hijab items is very reasonable and accessible to all. By implementing only the highest-quality products, we hope to keep the standard and quality of our goods. Because we intend to draw in more clients in the future, we also made a smart location choice. Our first goal is to establish trust in local items because they each have unique perceptions and specialties.

4.1.4 Demonstrable Customer Demand

Additionally, our 3 in 1 instant hijab products has spent a considerable amount of time researching the design, development, and production of hijabs. Additionally, our business seeks to improve the image of regional goods. We have a fantastic enrichment method for our products, and we have made it possible to produce our hijab products consistently. Every manufacturing undergoes inspections and scrutiny from us to make sure the quality is consistent and error-free. Without any problems developing, we must maintain our clients' perspective and confidence. We are aware that wearing the hijab is a routine that comprises comfort and appealing styling in addition to being required of Muslim women. As women, we must exercise extreme caution while remaining vigilant.

4.1.5 The Success of the Company

Because of the value we will add to our product, Our Company the Face of Style firm boutique will blossom. Our business offers the distinctiveness of the lid in accordance with recent advancements and trends. This scarf highlights the wearer's aura and is embellished with unusual jewels that range in color when exposed to sunlight. Additionally, the lid has magnets that are prepared for installation in accordance with the customer's preferred style. Customers can also personalize their cap hijab with a name to stand out from the crowd because most of them want to feel distinctive while wearing it. Additionally, the lid has a built-in mask installation that makes it simpler for users to put on their masks.

4.2 Benchmarks

In order to track the organization's success and establish both attainable and challenging goals, The Face of Style Company will schedule a number of significant occasions. With this positive aim, the company model will develop into a full-time, lucrative source of income. The table that follows lists specific accomplishments and provides a projected finish date. A fundamental study of advertising and marketing examines how to target specific demographics by branding and selling goods and services to the general public. Marketing identifies a customer need, develops services or goods to meet that need, and sells the organization's or brand's mission at the same time. The most crucial activity for The Face of Style Company to focus on immediately or in the beginning phases of company development is marketing. This is because, while marketing the mission of the company or brand to the public, we identify a need that a customer has and develop services or goods to satisfy the need of. Therefore, we need to sell our items and draw customers to them. Therefore, we may advertise our hijab to the locals in Alam Avenue Seksyen 16 Shah Alam, using flyers and social media.

Our business will focused more on controlling the sales division of our products for the long-term future events. We hope to achieve this by working with a smaller number of people over the coming years and producing enough sales to be considered for branch managers in the upcoming years. We have prepared for this over the past year by enrolling in an income course, and we intend to take possession of guidelines in the near future. We believe that the business may be the best place to achieve all of our objectives because of how well-organized the income branch of our company is.

- To track the development in Shah Alam, we do launched our Square Hijab Company in January.
- The term "management" refers to those who plan an organization's structure and decide how its many components will work together. Planning, organising, staffing, leading, coordinating, and inspiring are all components of management.
- Our executive team has been assembled. Nurin Balqis Binti Azlan serving as our general manager and team leader with Ahmad Kusyaryman Bin Kamaruddin that

serve as our financial manager and head up our financial team. Our operations team will be lead by Nur Syahira Ain Binti Abdul Halim, our marketing team will be lead by Nur Hakimah 'Aliah Binti Mohamad Nazri and also being lead administrative team as the manager.

- The end of February 2019 will see the completion of our products' retail launch.
- We want to make sure that our items are popular with local customers and are selling quickly by the end of 2019.
- As more customers purchase our hijabs and the company obtains more customer evaluations about their trust and confidence in wearing our 3 in 1 instant hijabs, it is anticipated that sales will progressively improve in 2021

5. MARKETING ANALYSIS AND COMPETITION

Market analysis comprises a significant piece of market research and is a key component of every successful business plan. In this plan, a company's founders outline their business vision. A particular market is taken into account throughout the market study. Using the insights, organizations can evaluate any threats associated with a specific market. The target audience is the foundation of the market study. Businesses that operate in the same industry and services cooperate in competition to boost sales, profits, and market share. Businesses are obliged by market competition to use the four elements of marketing mix, also referred to as the "four P's," in order to increase sales volume. The four Ps are product, location, promotional, and prices. Having a thorough understanding of your rivals is essential to creating a winning marketing strategy. Another company will undoubtedly enter the market and offer a competitive advantage, such as discounted pricing or value-added features, if you don't know who your competitors are or what their strengths and weaknesses are. Finding your competition and keeping up with their offerings should be your first move.

5.1 Target Market

5.1.1 Customer

We have made steps to discover and redouble our efforts on a certain range of consumers in place to ensure that our promotional strategies satisfy both client requests and financial objectives that can lead our company be more known and outstanding. This is to ensure that our marketing strategies are feasible and within the scope of our business. A market is a group of customers whose needs and wants can be satisfied by a company by offering products and services. Our industry is segmented into categories based on demographic and geographic factors. We implement a process called market segmentation to identify our consumer base. It is the division and definition of a large, homogeneous market into separate segments.

5.1.2 Geographic Segmentation

The Shah Alam locality has more customers for this hijab company because Shah Alam is home to this hijab business. Due to our new, distinctive, and popular 3 in 1 instantaneous hijab that is available for purchase right now, the most of our customers are also primarily from Shah Alam, and our firm has also visited the majority of Malaysian citizens worldwide. Customers can be divided into online and offline groups. The majority of the hijab purchasers in our business are both young and old, and they are drawn to the trendy styles and designs we offer.

Those who live in or close to this hijab store's neighbourhood of Shah Alam are considered offline customers. Both middle-class consumers and those who only conduct their business online make up the internet customer base. The vast majority of these hijabs are sold to children and adults. Conversely, senior individuals are more likely to purchase hijabs because the business is located adjacent to a strategic housing area, making it simpler for them to visit the store in person rather than making an online purchase.

5.3 Competition and Competitive Edge

Competitors	Strength	Weakness
Naelofar	-Have a high quality product -Have a really big name in industry of hijab	-Only provide an expensive price -The sole demographic for high-end consumers and exclusive customers
Duck Scarve	-Use a high quality material -have a big name in market of Malaysia	- Unsuitable for middle class, low income, and students
Ariani	- Know as good branding in Malaysia	-Really expensive price -Always focusig at the premium brand

5.3.1 Ranking of Competition

Rank of The Competitors	Competitors
1	Duck Scarve
2	Naelofar
3	Ariani

5.4 Sale Forecast

Month	Sale Forecast (RM)
January	4,800
February	5,500
March	6,700
April	8,200

May	8,500
June	8,900
July	9,600
August	23,000
September	26,000
October	30,800
November	124,200
December	143,000
Year 1	400,000
Year 2	440,000
Year 3	520,000
Year 4	630,000

5.5 Market Share and Sales

	Year				
	2017	2018	2019	2020	2021
Market Share (%)	6	7	8	10	12
Total Sales (RM)	400,000	440,000	480,000	520,000	630,000

5.5.1 Strategy

A marketing strategy is a business's overarching plan for interacting with potential customers and persuading them to buy its products or services. A marketing plan contains information on the company's value proposition, core brand messaging, socio - demographic characteristics on the target market, and other important things.

5.5.1.1 Price

This three-in-one instant hijab is sold for as little as RM54 a unit because using high-quality fabric necessitates a high rate of return on investment. Additionally, this is done to guarantee that the hijab is pleasing to wear and is comfy to wear. This is referred to as a pricing strategy when the price is established using

the price of a similar or identical product offered by a competitor. The price of a rival is used as an indicative signal. We are able to maintain our prices at the low end of the market by using this pricing structure.

5.5.1.2 Tactics

Social media sites includes Facebook and Instagram can be used to boost hijab sales. Due to the fact and in this day and age people prefer social media to media, this strategy is quite beneficial in boosting rending cap hijab sales.

5.5.1.3 Advertisement and Promotion

To give and sustain our veil sales to clients, our company will use the notion of advertising provided by social media and internet advertising. Through this platform, people can easily and rapidly learn additional facts.

5.6 SIZE AND TRENDS MARKET

The gender of residents of the city where our firm is located is the primary focus of our target market. Our company is situated in Alam Avenue Seksyen 16 Shah Alam. Around 481,564 persons were indeed thought to be in Shah Alam's Year 1 population.

Population Year 1

Customers (Gender)	Percentage (%)	Estimate Buyers	Price (RM)	Total (RM)
Females	80	20,390	85.00	1,733,150
Males	20	12,600	85.00	1,071,000

Table 5.6 (a)

We hypothesized that the consumer represented roughly 20% of the entire population.

Total significant buyers = 20 percent x 10192 individuals = 2,038 individuals.

Market size overall is RM173,230.

Population Year 2

Customers (Gender)	Percentage (%)	Estimate Buyers	Price (RM)	Total (RM)
Females	70	22,428	85.00	1,906,380
Males	30	14,638	85.00	1,244,230

Table 5.6 (b)

We anticipated that our consumer would represented 24% of the population.

10,599 people make up the largest number of major buyers, or 2,543 people.

Market size overall is RM216,165.

Population Year 3

Customers (Gender)	Percentage (%)	Estimate Buyers	Price (RM)	Total (RM)
Females	60	22,428	85.00	1,906,380
Males	20	15,045	85.00	1,278,825

Table 5.6 (c)

We anticipated that our consumer would represented 28% of the population.

11,006 people make up the total number of important buyers, or 3,081 people.

Market size overall is RM261,885.

Population Year 4

Customers (Gender)	Percentage (%)	Estimate Buyers	Price (RM)	Total (RM)
Females	60	22,835	85.00	1,920,975
Males	40	15,452	85.00	1,313,429

Table 5.6 (d)

We presummed that our consumer makes up roughly 32% of the overall population.

3,652 people add significant substantial purchaser (32% x 11,413).

Market size as a whole has been RM310,420.

Population Year 5

Customers (Gender)	Percentage (%)	Estimate Buyers	Price (RM)	Total (RM)
Females	60	22,835	85.00	1,920,975
Males	40	15,452	85.00	1,313,429

Table 5.6 (e)

We presummed that the consumer represents roughly 36% of the entire population.

4,108 people, or 36% of the total major purchases out of 11,413, were participating.

Market size overall is RM349,180.

Market Share of The Face of Style Company for 5 years:

Year	Total Number of Purchaser	Amount of Market Size
1	2,038	173,230
2	2,543	216,165
3	3,081	261,885
4	3,652	310,420
5	4,108	349,180

Based on gender, the amazing Face of Style Company's projected annual increase over the next five years

Gender	Potential Annual Growth (%)	Year 1	Year 2	Year 3	Year 4	Year5
Females	4	20,390	22,428	22,428	22,835	23,242
Males	4	12,600	14,638	15,452	15,452	23,242

5.7 WEBSITE MARKETING STRATEGY

As long as we're able, our web presence will be available. We can continuously keep our customers informed about any bargains we run or booths we open at other sites, such as universities, because we have a website. Because more and more people are entering our websites, websites play a significant role in helping us attract new customers. This found that improving the number of buyers through our internet strategy is successful.

6.0 OPERATIONS AND PRODUCTION PLAN

One of the most important parts of any company is the operating strategy. We must ensure that our business can fulfil our customers' needs. However, it is crucial to ensure that the business can provide the product for which it originally intended it as a marketing plan.

6.1 Development

6.1.1 Location

We only have one of our stores open. The daily use of our facility merely necessitates infrequent upkeep and changes. Our industrial process succeeds because of clean, well-maintained facilities. Alam avenue, Seksyen 16 in Shah Alam, Selangor, is a fantastic location for our scarf business that is close to the city. In order to draw potential customers from other countries, we chose a strategic location. in the same vein as. We were able to develop a marketing strategy as a result for our lids. We also purchase from fabric wholesalers in Selangor to obtain fabric supplies. We can now obtain high-quality supplies even locally, thanks to this.



Figure 1 show our location at Alam Avenue, Seksyen 16, Shah Alam, Selangor

6.2 Timing

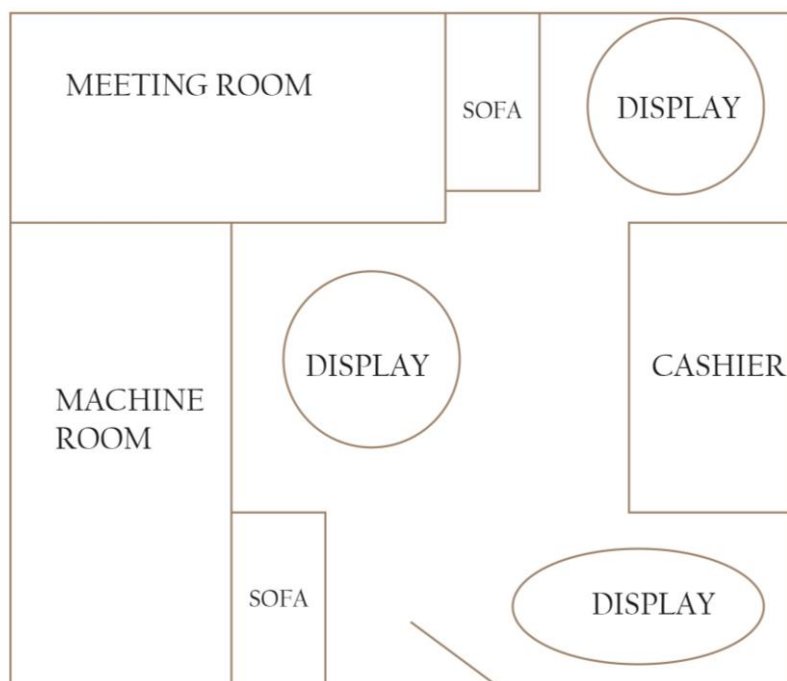
Our company's hours of operation

Operation day of shop	Operation Hour
Monday to Friday	10.00 pm -10.00pm

6.3 Production

The production process is a method of delivering goods and services to clients while utilising resources or economic inputs like labour, expensive machinery, or land. We have the capacity to make up to 100 business-friendly lids every day, as well as in accordance with customer demands. Additionally, we create more lids than we aimed to. This is a method of preventing clients' sudden demand. because neatness is also stressed throughout the precise manufacture of our lids. because it's crucial to satisfy customers

6.4 Facilities



The location of our shop, which was specifically created by our designer, is shown in the layout design above. Customers' and staff' comfort is given first priority in this design, which looks roomy and makes it simpler to comfortable.

6.5 Staffing

Twenty employees are needed to run The Face Of Style, which includes designers, tailors, operators, promoters, and marketers. It also helps that they are from the Selangor region. Additionally, this 3 in 1 instant cap scarf store employs full-time workers who receive annual training to help them develop their talents and aid in boosting sales.

6.6 Equipment

Item	Quantity	Cost per unit (RM)	Total (RM)
Air Conditioner	2	1,500	1,600
Computer	1	1,600	1,600
Printing Machine	1	240	240
Cashier Machine	1	720	720
Sewing Machine	1	1,000	1,000
Branding Machine	2	250	450
Steam Iron	3	300	900
Signboard	1	1,500	1,500
Desk for 3 in 1 instant cap scarf arrangement	2	300	600
Mannequin head	8	50	400
Paper bag rack	1	850	850
Counter Desk	1	680	680
Meeting Table + Chairs	1	850	850
Shelves	2	460	920
Sofa	2	270	540

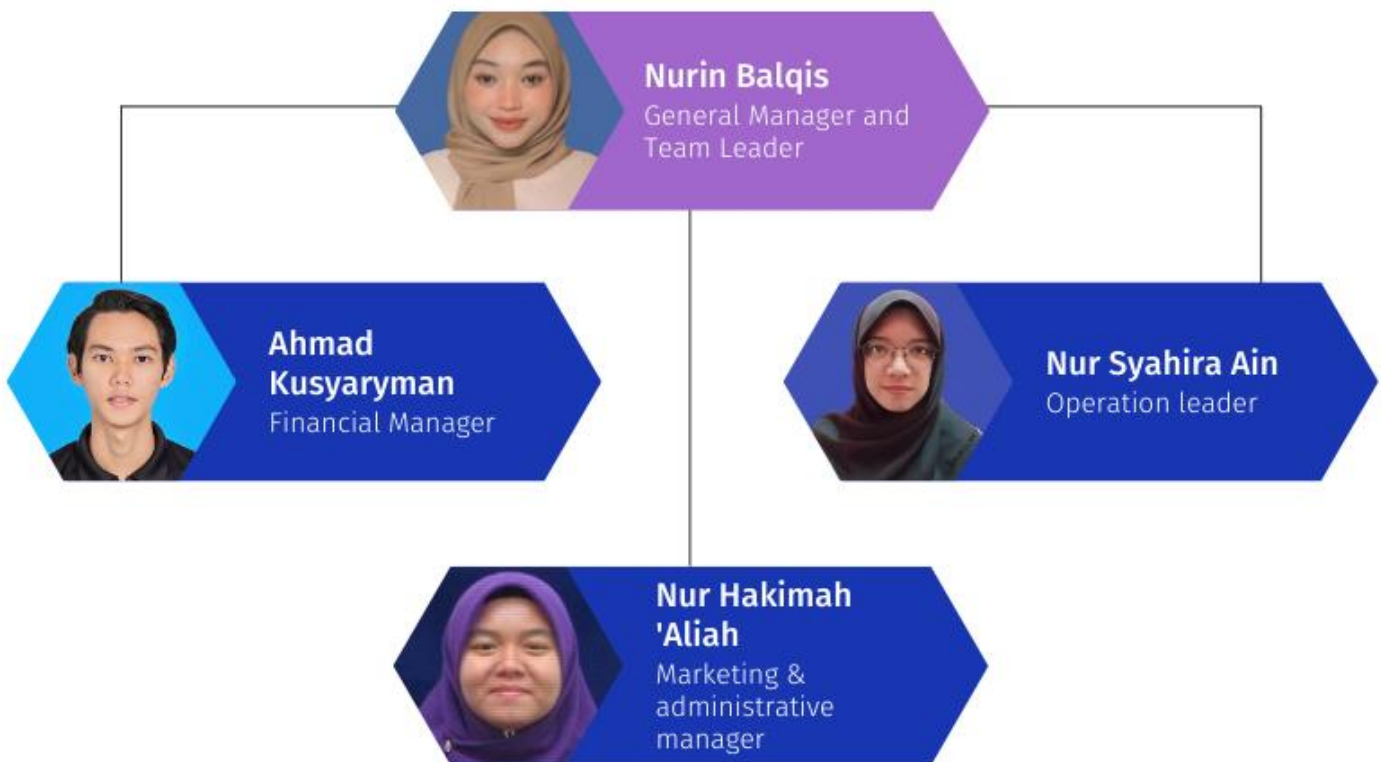
6.7 Supplies

Supply is a fundamental economic concept that describes the total amount of a specific good or service that is available to consumers. When represented on a graph, supply can refer to the volume offered at a certain price or the volume offered over a range of prices. Our shop either imports or receives cloth from China. We import fabric from China because of the country's superior fabric and affordable prices.

7.0 ORGANIZATION PLAN

7.1 Organization Chart

THE FACE OF STYLE



7.2 Key Management personnel

GENERAL MANAGER

NAME	NURIN BALQIS BINTI AZLAN
IDENTITY CARD NUMBER	000625060338
PERMANENT ADDRESS	51-121 LORONG KERANJI 2B DESA KERANJI 26700 MUADZAM SHAH PAHANG
CORRESPONDENCE ADDRESS	51-121 LORONG KERANJI 2B DESA KERANJI 26700 MUADZAM SHAH PAHANG
E-MAIL	nurinbalqis25@gmail.com
TELEPHONE	0189154536
DATE OF BIRTH	25/6/2000
MARITAL STATUS	SINGLE

FINANCIAL MANAGER

NAME	AHMAD KUSYARYMAN BIN KAMARUDDIN
IDENTITY CARD NUMBER	000612110199
PERMANENT ADDRESS	D1/14 TAMAN MEDAN JAYA RUSILA 21080 MARANG TERENGGANU
CORRESPONDENCE	D1/14 TAMAN MEDAN JAYA RUSILA 21080 MARANG

ADRESS	TERENGGANU
E-MAIL	kusyaryman@gmail.com
TELEPHONE	01139838083
DATE OF BIRTH	12/6/2000
MARITAL STATUS	SINGLE

OPERATION LEADER

NAME	NUR SYAHIRA AIN BINTI ABDUL HALIM
IDENTITY CARD NUMBER	001220060916
PERMANENT ADDRESS	1747,KAMPUNG TANJUNG BESAR,PAYA PULAI,SEBELAH MASJID(RUMAH COKLAT),TEMERLOH,28000,PAHANG
CORRESPONDENCE ADDRESS	1747,KAMPUNG TANJUNG BESAR,PAYA PULAI,SEBELAH MASJID(RUMAH COKLAT),TEMERLOH,28000,PAHANG
E-MAIL	nursyahiraain@gmail.com
TELEPHONE	01173018949
DATE OF BIRTH	20/12//2000
MARITAL STATUS	SINGLE

MARKETING AND ADMINISTRATIVE MANAGER

NAME	NUR HAKIMAH 'ALIAH BINTI MOHAMAD NAZRI
IDENTITY CARD NUMBER	000123080558
PERMANENT ADDRESS	NO.16, LORONG PERMATANG BADAQ BARU 22,TAMAN PERUMAHAN BUKIT RANGIN 25150 KUANTAN, PAHANG
CORRESPONDENCE ADDRESS	NO.16, LORONG PERMATANG BADAQ BARU 22,TAMAN PERUMAHAN BUKIT RANGIN 25150 KUANTAN, PAHANG
E-MAIL	IMALIACC23@GMAIL.COM
TELEPHONE	016-6845819
DATE OF BIRTH	23/1/2000
MARITAL STATUS	SINGLE

SCHEDULE OF TASK AND RESPONSIBILITIES

POSITION	TASK AND RESPONSIBILITIES
GENERAL MANAGER	<ul style="list-style-type: none"> • Assuming full management responsibility Assisting each individual inside the company • Driving the business to success • A monthly report on finances from each department • Ensure the company's stability in all aspects
OPERATION LEADER	<ul style="list-style-type: none"> • Manage operations process, planning, control, performance improvement, and operations strategy. • Interact with managers in other organisational functional areas • Manage activities involved in the production of goods and services.
FINANCIAL MANAGER	<ul style="list-style-type: none"> • collaborating with the administration team to create methods for reducing financial risk • reporting on the future company decision to management and stakeholders • creating financial reports for accounts payable, accounts receivable, costs, and budgets
MARKETING MANAGER	<ul style="list-style-type: none"> • accountable for overseeing the business's marketing campaign • based on historical performance and market prediction, establishes marketing targets

	<ul style="list-style-type: none"> • carries on correspondence with a variety of media buyers, advertising agencies, and other services. • keeps track of all marketing and sales data and produces thorough written and oral reports for senior executives.
ADMINISTRATION MANAGER	<ul style="list-style-type: none"> • controlling the daily activities of the administrative staff and department • hiring, training, reviewing, and, when required, correcting staff • Setting budgets, processing payroll, and other expenses while collaborating with the finance teams • employing computers and filing systems to gather, arrange, and store information

SCHEDULE OF REMUNERATION

POSITION	NO	MONTHLY SALARY RM	EPF 13% RM	SOSCO 2% RM	TOTAL AMOUNT RM
GENERAL MANAGER	1	2300.00	299	46	1,955
FINANCIAL MANAGER	1	2200.00	286	46	1,955
OPERATION MANAGER	1	1800.00	234	36	1,530

MARKETING & ADMINISTRATION MANAGER	1	1800.00	234	36	1,530
TOTAL					6,970

LIST OF OFFICE FURNITURE AND FITTINGS

TYPE	QUANTITY	PRICE PER UNIT (RM)	TOTAL (RM)
AIR CONDITIONER	2	1,500	1,600
COMPUTER	1	1,600	1,600
PRINTING MACHINE	1	240	240
CASHIER MACHINE	1	720	720
SEWING MACHINE	1	1,000	1,000
BRANDING MACHINE	2	250	450
STEAM IRON	3	300	900
SIGNBOARD	1	1,500	1,500
DESK FOR 3 IN 1 INSTANT CAP SCARF ARRANGEMENT	2	300	600
MANNEQUIN	8	50	400

HEAD			
PAPER BAG RACK	1	850	850
COUNTER DESK	1	680	680
MEETING TABLE + CHAIRS	1	850	850
SHELVES	2	460	920
SOFA	2	270	540
TOTAL			12,850

8.0 FINANCIAL PLAN

8.1 Start-up Cost

A. START-UP COSTS	RM
Capital Expenditure: Administrative	
Computer	1,600
Sewing Machine	1,000
Signboard	1,500
Cashier Machine	750
Branding Machine	450
Printing Machine	240
Fixture and Fittings	680
Counter Desk Shelves	920
Sofa	540
Paper bag rack	150
Meeting Table + Chairs	850
Mannequin head	400
Desk for scarf arrangement	600
Steam Iron	900
Air Conditioner	3,000
One-Time Start-up Expenditure	
Office Supplies – Tools and Stationery	945
Advertising for Opening	650
Start-Up Cost	13,145

8.2 Working Capital

Working Capital Monthly	RM		FIXED	VARIABLE
Marketing				
Advertising	200			
Administrative				
Manager	4,500			
EPF	325			
Rent includes utilities	3,500			
Office Equipment – paper, ink printer	170			
Insurance for business safety	150			
Business Registration & Licenses per year	65			
Signboard licenses per year	180			
Operations				
Workers	7,200			
EPF	792			
YEAR	1-2	3-5		
Purchases of stock	5,600	16,800		
Exclusive paper bag	1,264	1,685		
Box scarf	2,808	2,808		
Card	66	99		
Total Working Capital	30,125	41,762		
Total Working Capital Required				
Working Capital + Contingencies				

8.3 Start-Up Capital and Financing

Estimated Start-Up Capital	
----------------------------	--

Financing	
Equity: Share & Venture Capital	
Nurin Balqis	RM30,000
Ahmad Kusyaryman	RM20,000

8.4 Cash Flow Statement

THE FACE OF STYLE

STATEMENT OF CASH FLOW FOR THE YEAR ENDED 31 DECEMBER

	Year 1	Year 2	Year 3	Year 4	Year 5
<u>CASH INFLOW</u>					
Share Capital	50,000	-	-	-	-
Cash Sales	400,000	440,000	480,000	520,000	630,000
TOTAL CASH INFLOW	450,000	440,000	480,000	520,000	630,000
<u>CASH OUTFLOW</u>					
Marketing Expenditure					
Advertising	2,400	2,400	2,400	2,400	2,400
Total Marketing Expenditure	2,400	2,400	2,400	2,400	2,400
Administrative Expenditure					
Manager	54,000	54,000	54,000	54,000	54,000
EPF	3,900	3,900	3,900	3,900	3,900
Rent includes utilities	42,000	42,000	42,000	42,000	42,000
Office Equipment – ink printer, paper	2,040	2,040	2,040	2,040	2,040
Insurance for Business Safety	1,800	1,800	1,800	1,800	1,800
Business Registration & Licenses per year	65	65	65	65	65
Signboard licenses per year	180	180	180	180	180
Total Administrative Expenditure	103,985	103,985	103,985	103,985	103,985
Operations Expenditure					
Workers (Person)	86,400	86,400	86,400	86,400	86,400
EPF	9,504	9,504	9,504	9,504	9,504
Purchases of stock	67,200	67,200	201,600	201,600	201,600
Exclusive paper bag	15,168	15,168	20,220	20,220	20,220

Box scarf	33,696	33,696	33,696	131,664	131,664
Card	792	792	1,188	1,188	1,188
Total Operation Expenditure	212,760	212,760	352,608	352,608	352,608
Capital Expenditure:					
Administrative					
Computer	1,600				
Air Conditioner	3,000				
Signboard	1,500				
Cashier Machine	720				
Printing Machine	240				
Counter Desk	680				
Shelves	920				
Sofa	540				
Meeting + Chairs	850				
Paper bag rack	150				
Mannequin head	400				
Sewing Machine	2,000				
Branding Machine	450				
Desk for scarf arrangement	600				
Steam Iron	900				
Total Capital Expenditure	28,350				
One-Time Start-up Expenditure					
Advertising for Opening	650				
Office supplies – Tools and Stationery	645				
Deposit for Rent	9,000				
Tax Expenses	9,138	9,259	9,250	9,509	9,859
TOTAL CASH OUTFLOW	395,928	328,404	468,252	468,502	468,852
CASH SURPLUS/ (DEFICIT)	54,075	111,596	11,748	51,498	161,148
BEGINNING BALANCE	5,000	59,072	170,669	182,417	233,915
ENDING CASH BALANCE	59,072	170,668	182,417	233,915	395,063

9.0 PROJECT MILESTONES

ACTIVITIES	DEADLINES
Business Registration	2022
Incorporation of Venture	15/1/2021
Research and Development begin	20/1/2021
Completion of Research and Development	30/1/2021
Preparation of Factory and Office	5/2/2021
Ordering of Material for Operation	15/2/2021
Starting of Operation	28/2/2021