



UNIVERSITI TEKNOLOGI MARA

MKT 243

FUNDAMENTALS OF MARKETING

BUSINESS PLAN

SHAWLISTA

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MARCH 2014

INTRODUCTION

- Nature of business (product):

All of us agreed that Shawl is our main product. We are also willing to produce scarf product as peripheral/side product. This side product used to make our main product be more attractive and to show how our shawl can be designed/ performed in various style/way.

- Reasons why we chose this product:

We have chosen this product because nowadays people like to use shawl in many style. So, we decided to make shawl as our main product as it is a universal product whereby it also can be used by all ages, any kind of religion and widely used by west and east people.

- The specialties of our business compares to the existence/ present business:

One of the specialties of our product is that we give our customers the chances to design their own shawl on what design they would like to and at the same time, we will give service to advise them on making their decision. In conditions where price is charged precisely based on the design, material, size and shape of the Brooch their desire. For example, to choose and ask for specific colours, to add on beads, laces, the type of shawl's cutting or shape, wants a knitted shawl and to put on embroidery.

- Target customers/market:

This product is suitable for all ages. Both female and male can purchase our product. For male, we suggested to buy the scarf and shawl that will make them to look more masculine guy despite on any weather. The male also can make it as gifts for their mother, partner or wife. For female, one can buy it to use during ceremony/ assembly, when attending any conferences or anytime even in everywhere as it is very flexible and we provide numerous designs as well. Since, Malaysian people obviously saying that shawl is commonly used by muslims on their head as veil but actually it can be used by non-muslims as they can put it on the shawl for fashion and used it during cold and windy weather like in west countries.

- Company's name:

Shawlista is our company's name. This is to dedicate the most critical in immediate sense of our product, shawl as our shawl is made up of high quality fabrics and materials. For example, high quality chiffon, cotton, lycra, satin, and silk.

BUSINESS BACKGROUND

Shawlista was first founded in the middle year of 2013. It was first run between 2 good friends, Nor Aqilah, the marketing manager and NurulAzmah, assistant marketing manager. Both of them are wearing hijab, and both are very interested in running a shawl business. Thus, together they started running a small business in selling shawl. A couple of months later, another 4 of their good friends join in the business as a partner. That was when the business started to grow bigger, as there were more partners joining in and contribute in the business capital.

Shawlista is now a partnership business run by 6 beautiful partners, in which the main business is about selling the latest trendy shawl for woman from all ages. We are selling a variety of designed shawl, where we design our own types of shawl, following the trend nowadays. We also provide a custom made service for the customers who wish to design any addition or details on their shawl. For example, if there is a customer wish to add some beads or any other material on their shawl, we can do that for them.

BUSSINESS VISION, MISSION, OBJECTIVE & STATEMENT OF GOALS

VISSION:

Our companies want to be the number one choices for everyone with different ages in Kota Kinabalu area, and pursue with excellence and creativity in our product, and give the best and good services to satisfy our customers need.

MISSION:

To become one of the famous shawl store in Malaysia that provide various type of shawl with the high quality of fabric and to satisfy our customers need for all ages .

OBJECTIVE:

To gain more profit for our company and to satisfy our customers need by providing them with a high quality of product and good services.

STATEMENT OF GOALS:

We have two goals that we need to achieve;

- 1) Short-term goal: Able to sell approximately 500 unit of our shawl within one year.
- 2) Long-term goal: open new branches in new place

CONSUMER DECISION MAKING

Types of Consumer Buying Decisions

Based on the business that we are running, that is selling a shawl, basically this type of business falls under the limited decision making. As our business is in the middle class of buyer decision behavior, the level of involvement in purchasing our product is still considered to be low. Even though our targeted market might already have the experience in purchasing this kind of goods, but sometimes they might not very familiar and uncertain with our brands and product as we are only in our first stage of entering the market.

Frankly speaking, our products are the types of goods that are only being purchased occasionally because shawl is not really something that consumer will buy as frequent as the staple goods. Sometimes our target market will only buy shawl once a month, or maybe lower than that. To avoid such matter, we have created our very own websites which operate from 8 am till 10 pm of customer service through chatting online.

By doing such alternative, our potential consumer can spend their time and give a little effort in getting information on our business base and also the product that we are providing. This kind of thing is very important for the consumer as this is to ensure that our product have in common and suits with their preferences. And by that, they will be satisfied and eventually will prefer to choose and buy our product in the near future regularly.