



ENT300: FUNDAMENTAL OF ENTREPRENUERSHIP
BUSINESS PLAN PROPOSAL



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SUBMISSION DATE

- **04/02/2022**

TABLE OF CONTENT

EXECUTIVE SUMMARY.....	i
INTRODUCTION.....	1
1.1 INTRODUCTION TO THE BUSINESS.....	1
1.2 PURPOSE.....	2
1.3 COMPANY BACKGROUND.....	3
1.4 PARTNERS BACKGROUND.....	4
1.5 LOCATION OF THE BUSINESS.....	9
1.6 FACTORS OF DESIRED LOCATION	
2.0 ADMINISTRATION PLAN.....	11
2.1 INTRODUCTION TO THE ORGANIZATION.....	12
2.1.1 VISION.....	12
2.1.2 MISSION.....	12
2.1.3 OBJECTIVE.....	12
2.1.4 LOGO & DESCRIPTION.....	12
2.2 FivA SCARVES ORGANIZATION CHART.....	13
2.3 ADMINISTRATIVE MANPOWER PLANNING.....	13
2.4 SCHEDULE OF TASKS AND RESPONSIBILITIES.....	14
2.5 OFFICE LAYOUT.....	15

2.6 REMUNERATION.....	15
2.7 COMPENSATION AND BENEFITS.....	16
2.8 LIST OF OFFICE FURNITURE AND FITTINGS.....	16
2.9 LIST OF OFFICE EQUIPMENT.....	17
2.10 LIST OF OFFICE SUPPLIES	17
2.11 LIST OF OFFICE UTILITIES.....	17
2.12 ADMINISTRATIVE BUDGET	18
3.0 MARKETING PLAN.....	19
3.1 INTRODUCTION TO MARKETING	20
3.2 OBJECTIVES MARKETING	20
3.3 DESCRIPTION OF PRODUCT.....	21
3.3.1 PRODUCT AND SERVICE.....	22
3.3.1.1 PRODUCT ILLUSTRATION.....	23
3.3.1.2 MARKET AREA & BUSINESS LOCATION.....	24
3.4 SEGMENTING THE MARKET & TARGET MARKET.....	25
3.4.1 STATISTIC OF TARGET MARKET.....	27
3.5 MARKET SIZE	28
3.6 COMPETITORS.....	30
3.6.1 COMPETITOR'S ANALYSIS	30
3.6.2 COMPETITOR'S RANK	30

EXECUTIVE SUMMARY

FivA scarves is a partnership business company located at Alamesra, Sulaman Coastal Highway, 88450, Kota Kinabalu, Sabah. Our business officially started its operation on 5 January 2021. Each of the partners had an essential and different role such as general manager, administrative manager, production manager, marketing manager, and financial manager. This business starts with total of capital RM134,984 that come from each partnership contribution of RM10,000 and loan from Maybank amounting RM84,984.

FivA scarves name was created from the combination of letter five but with an 'a' instead of an 'e'. As all of our partnership members capital name is start with an 'a' and we partners are consists of five members, we decided to name our business as FivA scarves. FivA scarves is a partnership business that manufacturing a trendy and unique hijab with high quality product but with an affordable price. Our objective is to provide high-quality products for our customers but with an affordable price where every muslims women out there are afford to buy it.

Other than that, we are also providing services where our customers can customize their name on the hijab's that they want to buy. Our products are not limited to those who lives in Kota Kinabalu only as we also provides delivery services for all of our customers in Malaysia. The location of our physical store is in strategic area as it is in covenient location where it is in city area and near the residential area.

Lastly, in the first year of our business we managed to get a profit amounting RM313,473 despite the amount of our capital is only RM134,984. With the great cooperation and experienced managers we able to manage our business budget properly.

1.0 INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

FivA scarves is a partnership business that sells two types of hijabs with various colours, designs, and textures that will create unique, sophisticated and elegant looks on our customers. Our hijab designs and styles are suitable for any occasion such as for formal dinner, casual and even for sports despite its affordable price. Moreover, we also offer services to our customers to customize their names on the hijab's that they purchase.

FivA scarves physical store is located at Alamesra, Sulaman Coastal Highway, 88450, Kota Kinabalu, Sabah that established in the early of 2021. Hijab is one of the essential things for Muslim women, therefore we decided to run a hijab business so that we can inspire them to always feel confident and empowered wearing hijab. Other than that, we are strive to give our customers a high quality hijab with modest price in the market.

FivA Scarves target market are muslim women as it is essential for them. As we are still new in this industry, we only have one physical store for now. However, we aim to open branches of FivA Scarves in Malaysia as we want to be one of the top leader of hijab manufacturing globally.