



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY BUSINESS AND MANAGEMENT

INDIVIDUAL ASSIGNMENT

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

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EXECUTIVE SUMMARY

Sweet Scarf is business that produce high quality scarf for fulfill customers need. Sweet Scarf provide many types of scarf which are cotton, pashmina, satin and jersey. Customers easily attracts to the product in lower price but at the same time have a good quality. So, with this Sweet Scarf have made a scarf that will make customers satisfies with it.

Based on market segmentation, we focused on women, girls and kids that are age around 4 until 40 years old. This is because at this range of the age many people like on fashion and be confident in their outfit. For the next target is Muslim people because mostly people who stay in Malaysia is Muslim. We also focused on customer segment for demographic is location. For this scarf it focus in Malaysia only and for the service it cover Peninsular Malaysia, Sarawak and Sabah. So, they can purchase it without need go to our shop.

Lastly, for competitive advantage Sweet Scarf provide an affordable price with good quality of material. The range price of the scarf is RM 35 to RM 55. This is allows Sweet Scarf to achieve more profits and generate more value to this business. Even though it hard to compete with other seller, Sweet Scarf will take this as a challenge to us proof that we can be a good competitor to the other. Thus, Sweet Scarf will produce a scarf in a cheaper price but in high quality to make a competitive advantages with other competitor.

1.0 INTRODUCTION OF BACKGROUND

1.1 Organization Background

i.	Name of the business	Sweet Scarf Sdn. Bhd
ii.	Business Address	14, Jalan Tasik Selatan 3, Bandar Tasik Selatan, 57000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia.
iii.	Website Address	www.sweetscarf.com.my
iv.	Email Address	sweetscarf@gmail.com
v.	Telephone Number	014-2409867
vi.	Main Activity	Selling a variety scarf
vii.	Date of Commencement	1 st February 2019
viii.	Date of Registration	31 st December 2018
ix.	Name of bank	Bank Islam Malaysia Berhad
x.	Bank Account Number	07043020681287

1.2 Organization Logo and Description



- Letter SS is refer to Sweet Scarf.
- Sweet Scarf name's in the logo was highlight to the wearer who wears this scarf will look sweet and gorgeous.

- The theme colors is black and white because it look simple but nice.

1.3 Owner Background



Name	Syahira Nadia binti Mohd Khairi
Identity card number	990414-08-7544
Permanent address	No 53, Jalan Seri Menderong 3, Taman Seri Menderong, 13300 Tasek Gelugor, Pulau Pinang.
Email Address	zikryaya99@gmail.com
Telephone Number	011-16268659
Date of Birth	14 th April 1999
Age	21
Marital Status	Single
Academic Qualification	Diploma in Banking
Skills	<ul style="list-style-type: none"> • Able to communicate in Malay and English fluently. • Able to use software and editing.
Experience	Have join a dropship and do a marketing for business almost 3 years before open this business.