



**DIPLOMA IN BUSINESS STUDIES
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
CAWANGAN KEDAH**

**ENT300
BUSINESS PLAN
(TELEKUNG NOR ARIPAH)**

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EXECUTIVE SUMMARY

For my business plan, I would like to create a business of “telekung” for Muslim women. “Telekung” is a prayer garment, usually worn by Muslim women, consisting of two pieces: a loosely-draped one-piece hijab that extends to the knees and a long skirt that hides the feet and it named as Telekung Nor Aripah. Our target market is working woman who wants speciality in their telekung for daily telekung wear. Not just that, as long as poeple who is afford, they can buy the telekung. For competitive advantage, my products features are cold despite the hot weather, does not smell when wet, the telekung is nether too long or too short, It is not hairy or attracted to threads even when washed several times, easy to bring anywhere. The material that we use for our telekung is Japanese Cotton. Japanese Cotton fulfills all those qualities above. Even though it’s more expensive than other cotton fabrics on the market, but the surface of the fabric is smoother and the color is more durable and durable. So, basically why the women buys the telekung all because our telekung and have small pocket on both left and right sight to store small item like money or something else. We also offered premium modern design of telekung for the users to feel luxury when they use our telekung. For advancing quality, we believe quality should be ever improving, which is why we designed the best of the best material for the users. The last value is a simple solution for the user. It is because we define minimalist design as simple and eye-catching as it is today. The HQ will be located in Seri Iskandar, Perak. Price range from RM100-RM160.



1.0 INTRODUCTION :

1.1 Organization Background

Name Of The Organization	Telekung Nor Aripah
Business Adress	Jalan 1b 1 Taman Iskandar Bistari, Sri Iskandar, Perak Tengah, Perak
Social Media Platform	Instagram account @telekungnoraripah
Telephone Number	018-3110669
Main Activities	Manufacturing: raw materials → product
Date Of Commencement	1st January 2022
Date Of Registration	30th December 2021
Name Of Bank	Bank Islam
Bank Account Number	08086022136995

1.2 Organization Logo/ Motto

a) Logo description

- TNA stands for Telekung Nor Aripah.
- TNA gold colour which is associated with wealth, grandeur, and prosperity, as well as sparkle, glitz, and glamour .
- The backgroud is white colour which means purity.
- The leaves between TNA represents happines and also symolizes the pattern or design that have on our telekung.
- Our motto is YOUR COMFORT, OUR PRIORITIES. I choose that motto because we want to make sure our customers satisfied with the comfort that they can feel from our product.



1.3 Owner Background

Name of the owner	Sharifah Auni Syamimi bt Syed Nasir
Identity card number	991031-14-6118
Address	Lot 2752, Jalan Damai 5, Desa Seri Iskandar, 32610 Seri Iskandar, Perak.
Email address	auninasir311@gmail.com
Telephone number	018-3110669
Date of birth	31st October 1999
Age	21
Marital status	Single
Academic qualifications	Diploma Business Studies (expected graduated 2020)
Skills	Learning business skills from business teachers
Experince	Woking as a promoter in a hijab store

2.0 PRODUCT/ SERVICE DISCRPTION

- a) Brand
Branding of my Telekung named NOR ARIPAH. So it will be Telekung Nor Aripah. Nor Aripah is actually my late mother's name. I put this name because i want this name to be mentioned and famous one day. Besides that, i think this name also have nice meaning.
- b) Design
For starting, we will only be produce 2 designs and 2 colour for each design. First design will be floral with gold touch with 2 colours, black and white. Second design, abstract design also in black and white colour. But both of the design is very modern and minimalist and also eye-catching.
- c) Packaging



(example of packaging)

Our Telekung will be packaging in a square nice printed box with our designed keychain as a free gift. It comes with 1 design and 1 colour only specially for our customers. Not to forget to put halal logo and muslim friendly tag.

- d) Labelling



(example of embroidery)

Our telekung will be embroided with our tag which is Nor Aripah in the middle down of the telekung.