



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا

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1.0 EXECUTIVE SUMMARY

My business is called Swift De'Velvet, which is inspired by the swift-style fashion, which is elegant but still perpetuates a charming and captivating modesty. The theme for this boutique is elegant but sweet. This boutique also provide the latest trend for women who wear hijab. My boutique main product is Women Clothes. This boutique is located in Bandar Baru Uda Business Centre in Johor Bahru. This boutique short-term achievement is to be recognized by all people throughout the country.

It is certainly not denied that clothing-based commerce faces violent competition in the market today. There are various types of attraction and fashion created to win customer's taste. Swift De'Velvet need to compete with the slow pace of global-level apparel trade so that this boutique is recognized throughout in the Malaysian population.

So, I as the only founder of Swift De'Velvet Boutique want to be directly involved with this varied fashion world because the competition is challenging. Undeniably, excessive boutique around the world is able to meet the need of users, but whether it will also meet the wishes and tastes of users itself?

So, we can see this deficiency as an efficient space for us to start an elegant and classic- themed boutique but still follow the current of the technological age and follow our customer's tastes. The fashion we display is adapted to suit the taste and age of our customers. In fact, we will ensure that the fabric structure used is intimate and comfortable.