



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN FASHION DESIGN

AD1164A

FUNDAMENTALS OF ENTREPRENUERSHIP

ENT 300

BUSINESS NAME:

ILLYA BEADS STORE

PREPARED FOR:

MADAM NOR MARINI MOHTAR

PREPARED BY:

ILLYA MAISARAH BINTI MOHD NOR HAKIM

2018640672

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Our shop concept is to provide quality items in the fashion industry. Ilya beads provide basic tailoring tools and beads. We are selling the most tools needed by the customer. So we just provided the basic things only. Such as fabric scissors, tailor's chalk, measuring tape, ruler, hand sewing needles, machine sewing needles, thread, pins, tracing wheel, tracing paper, and seam ripper. We are more focused on selling beads, because in Seri Iskandar they didn't have a store that focused on selling beads. So we were the first store that focused on selling beads. Our store provides a beautiful variety of beads, so they have many options when they come to our place. For example, seed beads, natural Morganite beads, agate stone beads, and many more. It is made up of various colours, shapes, and sizes.

Our target market is fashion students and lecturers at UiTM Seri Iskandar. Fashion students need the goods in our store compared to other customers. Before our store opened, they would often go to KL and return to Perak the same day. Our store makes it easy for them to find quality goods like in Kuala Lumpur. So they didn't have to go to Kuala Lumpur just for those goods. We focus on fashion students because our store is selling sewing tools and beads.

To make it more attractive and interesting, we decided to make some innovation by incorporating our creativity and modern elements in the decoration and packaging. We have done some research and we try to provide a quality product to attract customers. Normally, students will buy their assignment materials during the hectic week and final week. So we will prepare enough products for them.

Based on the objectives above, we are venturing into the fashion industry. Ilya beads has the potential of being a profitable business if it is done in a modern way with large scale and systematically managed. Me and my partner will also be able to get profitability from that. We expect that our business will become more developed in the near future because with the new idea, the demand will increase not only during any occasion. This will give more advantages for us to make our product more profitable and stable in the long run.

1.0 BUSINESS DESCRIPTIONS

a) This business is based on partnership where it consists of (2) members which hold important positions in the company such as, General Manager, Administration Manager,

Marketing manager , Financial manager and accountant . We also have (3) workers which hold store position in the company such as operational manager , store keeper , chashier and workers

b) We are provided beads and tailoring staff because in seri Iskandar they didn't have a store that focused on selling beads. So we were the first store that focused on selling beads. Our store are provided a beautiful variety beads, so they have many options when they come to our place.

1.1 Organization background

Name : Illya Beads

Address:32610, Lot 526, Lebu SIBC, Bandar Seri Iskandar, 32600 Seri Iskandar, Negeri Perak

Telephone Number : 0124053329

Fax Number :06-4842449

Email : illyabeads2020@gmail.com

Form Of Business: Partnership

Date of Commencement : 23 February 2020

Date of Registration : 2 December 2019

Name of Bank : Maybank

Bank Account Number : 162777301707

1.2 Organization Logo, mission and vision

Logo/Motto



Name of Owner/Partners	Illya Maisarah Binti Mohd Nor Hakim
Identity Card Numbers	9502223-10-0034
Permanent Address	32610, Lot 526, Lebu SIBC, Bandar Seri Iskandar, 32600 Seri Iskandar, Negeri Perak
Correspondence Address	32610, Lot 526, Lebu SIBC, Bandar Seri Iskandar, 32600 Seri Iskandar, Negeri Perak
E- Mail	illyamaisarah23@gmail.com
Telephone Number/Fax Number	0124053329
Date of Birth	23 February 1995
Marital Status	Single
Academic Qualification	Degree in business and management
Course Attended	Economics Entrepreneurship
Skills	- Fluent in english and malay -Management skills -Good leader
Experiences	-Server in Kenny Rogers restaurant -Cashier in KFC restaurant -Promoter in AEON IOI Puchong
Present Occupation	Supervisor in Kenny Rogers
Previous Business Experience	None

3.0 **PRODUCT/SERVICE DESCRIPTION**

Illustrations	Product/Service	Description
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