



اَبْنُو سَيِّدِي تَكْنُو لَوِي مَارَا
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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICIES STUDIES

Bachelor in Administrative Science (AM228) 3B

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

Task 2a : Business Model Canvas

“HairClique”

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HairClique

EXECUTIVE SUMMARY

HairClique offer goods and services to our customers. HairClique located in Kuching area which will provides goods and services such as hairpin, hair clip, hat or cap and etc. Besides that, we are also provide delivery service to our customer. Definitely we provide excellent services for the customer to receive the high satisfaction level from the customers.

HairClique is targeting public citizen around age 15 to 530years above which mostly lived in Kuching, Sarawak. With the reasonable prices of our services, they will surely come to our shop to receive our services before any festival or important occasions such as Hari Gawai, Hari Raya, Christmas and others. Our shop also near to the residential area where many of families live in that area then it will be a benefit to us.

We also provides a delivery services by posting their purchased item to their home address. Customers may place their order through Facebook and Whatsapp. However, the delivery service is only for the nearest area in the Kuching or otherwise the rest can come to our shop to experiencing our vast choice of goods. HairClique also hope that could give the best quality goods and service to our customer and having a good relationship with the customers besides achieving the satisfaction level of the customers.



1.0 INTRODUCTION TO THE BUSINESS

Name of the Business	HairClique
Address	Lot 848 Taman Landeh ,Kota Padawan, 93250 Kuching,Sarawak.
Telephone/Fax Number/E-mail	019-8893515 HairClique@gmail.com
Form of Business	Partnership
Main Activity	Selling accessories designed for hairs or onto head e.g headband, hairclip etc

1.1 Name of the business

First of all, this is a partnership business. This is partnership business between myself and my sister. HairClique is mainly about selling and distributing good quality and affordable price to our customer. The word 'Hair' and 'Clique' is combine to indicate that we are honestly believes that accessories such hair clip, hairpin , hats or cap and etc is the best companion for everyone. 'Clique' means companion.

1.2 Nature of the business

Main activities carried by HairClique is provides goods and services such as hairpin, hair clip, hat or cap and etc. We provide this kind of goods and services for both males and females. Disregard of gender, everyone is welcome to enjoy our products and services. Among of that, we also provide delivery services where we will post their items to their doorstep ourselves or through post office.

1.3 Location of the business

Our shop is located at Lot 848 Taman Landeh ,Kota Padawan, 93250 Kuching,Sarawak. This location can be considered as strategic since it is near to the

the main city and mostly middle aged citizen and youngster lives nearby with our location.

1.5 Future prospects of the business

Our future prospects are we want to be the first choice of customers in the our business industry in Kuching area. Next, we will serve our customer with our 5 stars services and will continuously improve all aspects of our business like the products sells by our business.

1.6 Target Market

The target market basically selected based on the higher sales potential and profits this group is expected to produce compared with the other market segments. Target market also can be defined as the group of customers that has similar needs and wants and that can be satisfied by the business through the supply of products and services. Other than that, one of the reason why having a target market is important is because it is impractical and nearly impossible for any business to offer a product or service that can help to satisfy the needs and wants of the entire population and it helps to in making the marketing plan to be more effective. HairClique target marker will be:

1. Local residents of Kuching.

Since we are opening our business in Kuching, the local residents of Kuching will surely be our main target market.