



اُونِيْوَرْسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

MUSLIMAH FASHIONISTA BOUTIQUE

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PROPOSAL PREPARED BY:

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Madam Noraida Binti Omar
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Dear Madam Noraida

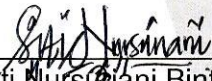
RE: Submission of the Business Plan

Referring to the matter, we, the shareholders of the Muslimah Fashionista Boutique would like to submit our business plan for your further evaluation and review as require in completing the course ENT300.

2. For your information, we are interested to form a fashion business that presently focuses on Muslimah clothes. Due to our up-to-date designs and styles, we are strongly believes that we able to fulfil women demand on their wants.

3. We really hope that this business plan attract your interest and concern. I am on behalf of other shareholders would like to thank you for all your support, encouragement and cooperation in the process of making this business plan into a success.

Yours sincerely,


Siti Nursyaini Binti Abdullah Rambli
General Manager
Muslimah Fashionista Boutique

EXECUTIVE SUMMARY

After doing extensive research on the business opportunity available in Kota Samarahan, we are choosing Summer Mall, Kota Samarahan as our main target market. The reasons why we choose that area because Summer Mall is a strategic place which everyone staying or studying in Kota Samarahan be familiar with the area. In this case, we would like to start our business which focus on Muslimah wear. We provided differences and up-to-date styles and designs that customers will have attraction on it.

In this process of establishing the business plan, all aspects including the four major of business establishment such as Marketing, Operational, Administration and Financial are seriously taken into consideration. Along with the cooperation among the manager in this company, we have planned firmly the operation from the administrative until financial plan in order to equipment our company performance with minimum barriers and greater returns.

*Muslimah
Fashionista
Boutique*

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BUSINESS PLAN

1.0 NAME OF COMPANY

The name of our company is Muslimah Fashionista Boutique. Muslimah Fashionista Boutique is represented our business that selling Muslimah wear such as Jubah (casual wear and wedding couple), Shawl, and other accessories (purdah, socks and hand socks). It is officially sales and marketing for the high quality of fabrics that have several designs and styles which is for Muslimah. The reason why we choose this business is because we would like to fulfil Muslimah demand on their wants and it is infrequent by selling Muslimah wear in this area.

1.1 NATURE OF BUSINESS

Muslimah Fashionista Boutique provide Muslimah wear such as Jubah (casual wear and wedding couple), Shawl and other accessories. Our customer had their own option to choose what type and style they may purchase from Muslimah Fashionista Boutique. The difference of our business than other business is our business have provide tutorial for wearing shawl and purdah besides having a consultation unit in our boutique for our customer. We also provide special request for our customer based on their favourite styles and designs.