



اَوْنِبُوْرَسِيْتِيْ بِاِيْتِيْكَوْلُوْمِيْ بِاِيْتِيْ
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS

PLAN OF

Mahkota

for muslimah is a hijab

LECTURER:

MS. SITI NORDIYANA BINTI ISAHAK

GROUP:

JCS1105A

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DATE OF SUBMISSION:

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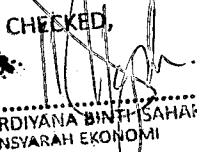
CHECKED,

SITI NORDIYANA BINTI ISAHAK
PENYARAH EKONOMI

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COVER LETTER

Nurul Hajar binti Shaharuddin,
Student of Diploma in Computer Science,
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Miss Siti Nordiyana binti Isahak,
Lecturer,
Fundamental of Entrepreneurship (ENT 300),
Faculty of Business Management,
University of Technology MARA, Johor.

15 MARCH 2013

Miss,

SUBMISSION OF BUSINESS PLAN PROPOSAL(ENT 300)

Referring to the subject stated above, we would like to submit the proposal of our project for our ENT 300 subject.

2. This business plan is focus on producing and selling variety of veils in order to fulfill this demand of this product.
3. We had put our best commitment to complete this business plan based on the guidelines and requirements given according to our subject syllabus. This business plan is developed to act as a blueprint and guidelines for a proposed business venture which cover administration, marketing, operation and financial aspects.
4. We hope this business plan will success according to your satisfaction. Any mistakes in any area falls fully on us and we appreciate any comments or remarks on our project in order to help us to improve ourselves as well.

Thank You.

Yours sincerely,


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(NURUL HAJAR BINTI SHAHARUDDIN)

Mahkota | Confidential

ACKNOWLEDGEMENT

First of all, we would like to thank to Allah S.W.T. Most Gracious and Most Merciful, for giving us the strength and ability to prepare and finished this proposal successfully. Without the consent of Allah S.W.T, we may not be able to perform our work correctly and smoothly based on our schedule plan to work out this project.

And not forgettable to our beloved lecturer, Miss Siti Nordiyana binti Isahak that always guide and help us to preparing this business plan. Thousands of gratitude also gives to the Prof. Madya Ismail Bin Shaari, our mass-lecture that gives a lot of information about business plan during the class.

We also would like to take this opportunity to show our gratitude towards all group members and thank to each other because gives the best commitment and effort in preparing this proposal. On the other hand, we would like to thanks to our parents that always gives us support in each time we had problem during complete this business plan. Lastly, we hope that all the goodness given to us get the blessing from Allah S.W.T. Thank you.



EXECUTIVE SUMMARY

Mahkota is established by three shareholders who are having experience and skills in each of position. For instance, as a General Manager, she had an experience in managing some small group and has skill and knowledge of a leadership and etc. Mahkota is a new business in an entrepreneurship field, so we didn't have enough budgets to hire more staff for some of position in the company. Then, we decide to be responsible for two positions per person. For example, instead being as a General Manager, she also responsible as an Administrative Manager. On the other hand, the Marketing Manager is also responsible for the financial as a Financial Manager.

Mahkota is mainly create their own product on veils and market the product to the customer either by directly or through online services provided. We have chose Tesco Seri Alam as our business location as it has large population of peoples and it motivates us to attract them to buy our product. We have identified our product's demand and it has a quite high demand during Eidul Fitri season.

In order to ensure the business run smoothly, we had made sure that we are capable with the position given. We are together will cooperate to ensure that Mahkota will gain and attain maximum profit even we are using fewer resources.

We are trying our best to run this business and we belief that our business would not disappointed us as we belief that each of our success and failure is depends on our effort. We are going to overcome all the obstacles and challenges in order to pursue our vision and mission of the business. On the other hand, we will always give an effort to improve our services and come out with the latest design.

