



اَوْنَبُوْرُ سَبِيْتِي تَيَكْنُوْلُوْجِي مَرَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

ENTREPRENEURSHIP (ENT300)

CARDIGAN & SCARF



LILY SCARF®

"STRIVING HARD FOR SOLEHAH."

PREPARED FOR:

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EXECUTIVE SUMMARY

Lily scarf is a business about shawl cardigan that have been given an innovation touch by us. This business promotes the new invention of scarf & cardigan in the market. Our business is located at No. 17a, Jalan Plumbum Q7/Q, Seksyen 7, 40000 Shah Alam, Selangor Darul Ehsan. The reason we chose this location is because it is placed in an urban area which is a strategic place to promote our product.

This business has six members which have their position itself which are General Manager, Administration Manager, Research and Development manager, Financial Manager, Marketing Manager, and Production Manager. Each member has contributed RM9,600 except our manager has contributed RM12,000.

Although there are many products in shawl industry, Lily Scarf will perform exceptionally well in the shawl industry with our product called SHAWLCARDIGAN as we are the pioneer of this product in Malaysia. SHAWLCARDIGAN functions can use two in one, where a customer can use for shawl or cardigan.

For our main objective, we are considering to give good services as our priority to the customer. We want to make sure that we will be having a good customer relation by keeping in touch and receiving feedback from the customer. Normally, majority of Malaysian are quite influenced with social network such as Facebook, Instagram, and Twitter and web page. With the convenience that we already have, we will use these alternatives to promote our products. It is faster and cheaper compared to the other mediums. In addition, the cost of advertising expenses would be lesser than we expected.

Moreover we are believed that we will successfully compete with our competitors in a few years ahead. This is because we saw the opportunity that this business has the potential to success in the future if we managed it very efficiently. It is because product that we offer is not well-known in country Malaysia market and will give them a new styling trend.

PURPOSE

Commencing a business entity. Business plan is a return document which describes the purpose of business to be running through appropriate manner. It is also known as a project paper, working paper, business proposal and prospectors.

Business plan is a return summary of entrepreneur, purpose business venture, operational and financial details. It's target market opportunity and strategy, and it's manager's skill. The plan serves as an entrepreneur's indicator on a route in achieving a successful business.. It is described the guidelines of the company is undertaken, what is the goals we want to achieve. Where the business is established and how is it going to accomplish vision and mission. There are many purposes of business plan and among of this purposes are:

- 1.1. To evaluate the project viability and growth potential*
- 1.2. To apply for loans or financing facilities from the relevant financial institutions*
- 1.3. To act as a guideline for the management of the proposed business*
- 1.4. To allocate business resources effectively*
- 1.5. To evaluate whether the business that will be formed is giving profit or losses*
- 1.6. To seek loans from financial institution.*
- 1.7. To be as a guidelines to business member to act and work regarding the vision and mission that has been established.*

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INTRODUCTION OF COMPANY

Lily Scarf consists of six fresh members that have just opened a company that is focused on selling assorted puffs. Shawl industries is the most popular product nowadays, with the idea that we have discovered, we decided to open a shop that sells the products towards customer demand and needs, so that we may attract customer and enhance our production to be wider range.

After some consideration, we decided to name our company as "Lily scarf". Lily flower is to show the tenderness and polite of woman and colour pink to show humanity and gentleness. Our vision is to ensure our brand name is well known of high quality of product and our mission is to provide the best quality of our product that give satisfies customer want

With all the products that we made, we are hoping that all the customer needs can be fulfilled by visiting our shop. Maybe there are some other competitors outside there, but we will compete with them. We will try to provide the best service in the world and the customer is always right.



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