



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُوْمِي مَارَا
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TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN REPORT

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ZANNY SCARVES !

STYLISH AND MODESTY

BUSINESS NAME

ZANNY SCARVES

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ACKNOWLEDGEMENT

Alhamdulillah, we finally managed to prepare this business proposal for the subject Fundamental of Entrepreneurship. After completing this business proposal, we already know how to set up a business and prepare a real business plan in the future. We choose scarves business because of the demand from the customers for their satisfaction. Thus, we see the potential for our product to penetrate into the market and make the goal of our business into reality.

Besides that, the price that we offer is also very affordable with high quality products. We also hope that we will achieve all the mission and vision that we have put in this business. Our business which is at Sungai Petani is very strategic to operate a business. By preparing this business proposal, we hope it will give spirit and encouragement to us and others who are interested in opening business

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EXECUTIVE SUMMARY

Zanny Scarves is a new shop that will be opening at Bandar Laguna Merbok, Sungai Petani Kedah. This company provides several types of fabric such as non-see through material, waterproof anti-wrinkle material and anti-stain women's hijab in a variety of styles, colour and size. The idea of creating the business's name came from the initial letter of 4 owners for Zanny Scarves where Z for Zulaikha, A for Aideel but for NY we modernize the name from NI which is Nurul and Irdina. Most of the hijabs in the shop are for women on average of 18 - 45 and above, also we sell scarves for students in primary and secondary schools. The price range is RM35-RM70 because it depends on the size of scarves. Where, for Square 45' is RM35, Square 50' is RM 50 and RM 70 for Shawl, thus this price is affordable and comparable to the quality of scarves. Furthermore, the price for students is RM 25- RM35.

Zanny Scarves business, which focuses in Malaysia on the commodity of scarves. In particular to those who have a busy day this company offered material that is requested by the consumer so it is simple for them to wear it anywhere and anytime. Compared to our company scarves material, the variations in normal scarves material and also the style follow the trend fashion makes these scarves look more interesting, comfortable, and fitting for all women. Our business also makes custom scarves where there are some companies or workers can customize their scarves based on anything they want.

ZANNY SCARVES !

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