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## **EXECUTIVE SUMMARY**

Muslimfriendly is a company that sell Muslim product. The main objective of the business to achieve is providing a Muslim product to our customer at the affordable price.

This business start at 1 November 2020. The product that are sold are liked by many people because of the cheap and affordable price. This give a good insight for the increase in sales of our product to its customer.

In the beginning of the launching the business there are not much demand because of there are no variation of product that the customer can choose. However as the company vary it product option more demand are get from the customer thus increasing our sale. As the business is growing Muslimfriendly a determine in giving our best effort so the business can be expand in other area.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 NAME AND ADDRESS OF THE BUSINESS

Muslimfriendly is the name of the business inspired on the three main point in company target market and vision. The combination of three word Muslim referring to the target market, friendly referring to the ways we treat our customer, and trendy referring to how the company want to be appealing to people. The business operated at No 2 kompleks perniagaan, jalan menteri, selama, 44100, selama, perak. The type of the business that are operated is sole proprietorships opened at 5.00 a.m to 7.00 p.m every day accept Sunday and holiday. The target market is the Muslim community in the area because our product are related to them. The idea to open the business come when I spot an opportunities when people bored during the covid-19 lockdown they will increase their good deed to spend their time. However due to lack of the Muslim product in the area many does not get to do it.



Figure 2.1 logo of muslimfriendly