



اُنْبُوْا سَبِيْلِيْ تَكُوْنُوْا لِيْ مِنْ اُمَّاْرَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT
MARA OF UNIVERSITY TECHNOLOGY (UiTM)
CAMPUS PUNCAK ALAM, SELANGOR**

BACHELOR OF ISLAMIC BANKING

BA 249

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It would not have been possible to complete this effort without the involvement of my classmates and colleagues who helped me achieve success in contributing to social media. Her contribution is deeply appreciated and gratefully shared.

EXECUTIVE SUMMARY

The Velvet Box is committed to providing a variety of minimalist accessories. We also provide our customers special edition items with limited quantities for each concept accessory. Rings, necklaces, pins and earrings are among our accessories. The Velvet Box prioritizes the minimalism and retro style of its items, as it focuses on fashion and accessories.

The Velvet Box owned by Tengku Puteri Aisyah Zahirah Binti Tengku Azeezoon. The business commenced on 24 November 2020. The business is located at No. 19-09, Blok 1, Condominium Elaeis 2, Seksyen U8, Bukit Jelutong, 40150 Shah Alam, Selangor. The Velvet Box is an online business. Therefore, we only use an online platform which is Facebook and Whatsapp to connect and update with our lovely customer.

By offering minimalist accessories at affordable prices, its target customers are female adults from 13 to 30 years of age across the state. This is because the majority of minimalist accessories are sold at an expensive price and cannot be purchased by teens who are students. It is widely used, particularly by women, throughout the entire country.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Figure 1: Business Logo

NAME OF BUSINESS	The Velvet Box
BUSINESS ADDRESS	No. 19-09, Blok 1, Condominium Elaies 2, Seksyen U8, Bukit Jelutong, 40150 Shah Alam, Selangor.
CORRESPONDING ADDRESS	tgzaherahazeezoon@gmail.com
TELEPHONE NUMBER	018-9541148
FORM OF BUSINESS	Sole Proprietorship
MAIN ACTIVITIES	Selling accessories

Table 1: The Velvet Box Business Information