



UNIVERSITI TEKNOLOGI MARA

ENT 300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN
HIJABISTA LEGACY

PREPARED BY

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1.02 Name Of Company

The name of our company is Hijabista Legacy. This name is contributed by all the members of our group. Hijabista Legacy name comes from a combination of songket and batik, where we would like to introduce songket and batik to young people today so it is not outdated. We want to maintain the malay tradition which is songket and batik is not only used as a cloth or shirt, but it can be in style by wearing the headscarf.

Songket is a heritage of the country where the songket and batik has a charm of its own, as it is made with a unique and profound art. Hijabista Legacy includes the veil needs to women and children who like to be fashionable and daring to enrich the range of variation scarves and shawl. We also provide our visitors stitch scarf designs to suit their own.

Our company logo has their own criteria. where, background butterfly represents the uniqueness of batik and songket. Butterflies have distinctive color and design, it also comes with a variety of patterns charming and beautiful. images of women, representing someone who uses batik scarves distinctive design. we use black as the base color because black can be combined with many other colors and black will reveal the elegance of a wearer. pink is a mix of white and red, which raises more softness in the designs we produce and the color purple is used to show happiness in our veil designs. Our tagline is “ Beautiful In You ” represent the satisfaction of our customer when using our hijab. We discover that using songket and batik in hijab will attract more women to use the hijab. so, we decided to introduce a new lid designs to traditional designs.