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EXECUTIVE SUMMARY

Cantiqclothes provides clothing lines for every woman in Malaysia. Our business offers affordable prices and high qualities of the material the fabrics for our beloved women out there by fulfilling each of our customer demands, needs and wants with many designs for every group of women out there. The idea of design that we offer for our customers is mostly elegant and fashionable which suitable for every group of age.

Our target audience is for the woman out there with all group of age that looking for fashionable clothes at the lowest price and yet with different options design of styles. Hence, Cantiqclothes also focus on targeting college women which who needs a simple blouse but still want to look elegant to go to class.

However, Cantiqclothes began to run on October 2020 just right after we registered our business at go-eCommerce. Thus, our business does not really target any specific area because we are thinking that our customers can be from anywhere in this local area as long as, they are seeking for our fashionable but affordable designing clothes. The customers can buy our products online or can come to our boutique to see and try the real products.

On the other hand, the marketing strategy for Cantiqclothes is by the list pricing that has been provided for all the clothes. Our business does even give to the customers any type of promotion and discounts to fill their satisfaction and demand for each of our products. Hence, this strategy will directly attract the customers' attention as we very value the customers' wants and needs.

At this time, Cantiqclothes is only owned and run by Puteri Nor Illiyin Binti Rozilah. We run our business by using a Facebook page as one of the platforms for us to attract online customers, gain more attention and generate more sales at once. Other than that, Cantiqclothes will be promoting our products by posting the teaser, soft sell and hard sell as it is one of our marketing strategies in order to promote our products and boost the sale.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



Picture 2.1 Company's logo.

The business name is Cantiqclothes that have been decided based on our main product which is clothes. The name of CANTIQCLOTHES is described as our product which is clothes and apparel is very beautiful and suitable for every age. My main purpose to chose this specific name is because I would like to point up that my company serves the most beautiful clothing lines for all women out there which is my customers. "Cantik" in Malay is beautiful but I changed the "k" to "q" to makes it more unique and authentic.

However, the Cantiqclothes store is located at D-38-GB, Jalan Prima Saujana 5,2H, Taman Prima Suaiana, 43000 Kajang, Selangor. My company specifically sells women's clothes at the best price which is affordable and fashionable to wear to any event. However, our product is very suitable for all group of ages from 17 years old up the to late 60s. This is for the person that likes to be low-key fashionable for Muslimah. By opening this kind of store, it is actually allowed me to fulfill the demand for Muslimah women who wanted to be fashionable yet still want to cover their aurah. This is one of the reasons I chose this type of business.