



ENT 300

SUGGESTION FOR REFERENCE:

OVERALL BIZ PLAN	✓
INTRODUCTION	
ADMINISTRATION PLAN	
MARKETING PLAN	
OPERATION PLAN	
FINANCIAL PLAN	
CONCLUSION	

FUNDAMENTAL OF ENTREPRENEURSHIP

BUSINESS PLAN



&

DINAMAIYA SHAWL

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EXECUTIVE SUMMARY

We are starting our own business as partners and deciding to call our business as Dinamaiya Shawl Boutique. Dinamaiya shawl located at Taman Tun Dr Ismail in Kuala Lumpur. Our main activity of business is selling high quality shawl. Next, our main aims is to fulfill the needs of Muslim women in covering their “Aurah” which following the “Syarak” in Islam and also look beautiful at the same time by wearing shawl with their own way to styling it. It reflects on how they could wear them neatly and fashionably. Scarves are really important in the society in nowadays.

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1.0 INTRODUCTION



Dinamaiya Shawl is a partnership business company that located at Taman Tun Dr Ismail, Kuala Lumpur. Our business is in industry of product and services. Our services is selling shawl. Our main target is students, working women, teachers, housewife and all Muslim woman who want to find a really good quality of shawl. For instance, women who want to started wearing a hijab they can find us.

Moreover, by bringing the high quality of material, affordable price and easy to wear product and comfortable shawl that suit with Malaysia environment and climate, our products and services will be more preferable among our target market. We promise to produce high quality outcomes and services in order to gain full satisfaction from our customers.

Our products is very famous among teenagers, customers could really recognize our brand and products just by hearing the name of our company which are "Dinamaiya Shawl". With our humble hope, we are really looking forward in giving our best to our beloved customer. Furthermore, we have made it clear that we only sell shawl in our business. Bawal, socks, inner scarf and any other items are not provided.