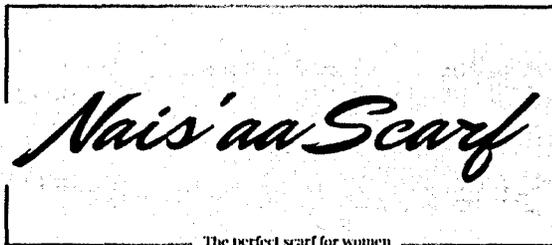




UNIVERSITI
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iNEED
Institut Pendidikan Neo



Faculty : Faculty Business Management
Program : Bachelor Of Business Administration (Hons.) Human
Resource Management
Program Code : BA243
Course : Principles Of Entrepreneurship
Course Code : ENT 530
Class : NBH6B

Prepared by
Group Members :
1) Shahira Sazwani Binti Shahrudin
2) Nur Afifin Bin Azahar
3) Nurul Nasreen Binti Juaini
4) Nur Ilya Melissa Binti Mazli
5) Nur Hanis Amira Binti Zainal Abidin
6) Nur Nadziatul 'Aifah Binti Md Sa'aid

Submitted to : Madam Hjh Zanariah binti Zainal Abidin

Submission Date : June 2018

EXECUTIVE SUMMARY

Nais'aa Scarf Sdn.Bhd offers clothing products and providing the variety scarf, that the gives high satisfaction of women. Our clients is customers identifying as middle and low class who want consume product with affordable price of product. We also targeting busiest workers because we have design a good quality materials that do not need women to ironing.

Nais'aa Scarf offers an instants shawl that give beautiful of covering the women head. Kampung Baru,Kuala Lumpur is an area that many people especially Muslim Malay, it will cause demand of scarf is rise over. While there are currently many businesses like us in Kuala Lumpur, but we only business have special offers and more affordable.

Nais'aa Scarf Sdn. Bhd. marketing strategy is to emphasize the quality and price of our products and services. We offer the affordable price because many people in Kampung Baru is medium income family. Thus, we develop marketing strategy that gives attraction to come our shop especially medium people.

The management of Nais'aa Scarf Sdn. Bhd. consists of 6 lead workers is Shahira Sazwani, Nur Afifin, Nurul Nasreen, Nur Ilya Melissa, Nur Hanis Amira and Nur Nadziatul 'Aifah. Our workers has extensive experience in finance, businesses, sales and accounting while Nasreen is the only worker who has experience working in clothing industry at BAWAL EXCLUSIVE.

Six partners will be take role responsibilities together instead different duties and portfolio of partners. We have a service and products commitments plan to aggressively build our brand through newspaper, ads and signboard. Nais'aa Scarf will surely be a favourite appeal to customers throughout the Kuala Lumpur especially Kampung Baru area.

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COMPANY PROFILE



Moto: The Perfect Scarf for Women

Name of Business	Nais'aa Scarf Sdn Bhd
Address	GF13-4 Blok A, Kampung Baru Kuala Lumpur
Email/Website	naisaascarf@gmail.com
Form of Business	Private Limited
Main Business Activity	Design and making shawl
Date of Business Registration	20 th March 2019
Date of Commencement	1 st July 2019
Name of Bank	CIMB Bank
Bank account number	7201946728
Initial (own) Capital	RM 299,00.00