



UNIVERSITI  
TEKNOLOGI MARA  
MALAYSIA

## BUSINESS PLAN OF FLOW.CO

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## **EXECUTIVE SUMMARY**

Flow.Co offer shawl is a new shop that will be opening in Bangi, Selangor, to sell women's hijabs, women shawl that have zip and button in variety of style, color, size and design. The idea of creating the business's name came from the team where Flow means that our shawl very flowing went use and the symbol of zip and button represent that our shawl will have zip or button to extend the shawl and it more easy to use. So zip and button concept that we use is our trademark of our shawl.

Most of the shawls that we produce in the shop are for all women and the price also range is determined by the brand and design of the product. Our business consists of six members and the best part is all females' workers from manager until boutique assistant where we have a Manager, Finance & Admin Executive, Marketing & Designer Executive, Operation Executive, and two boutique assistant. All of us are given different roles, takes and responsibilities depending our abilities and strength. Furthermore, all of us contribute equal amount of capital and share equal amounts of profits.

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## COMPANY PROFILE



Our company name is Flow.Co is because based our product is we produce shawl for all women. In our logo there have logo zip and button because our entire shawl based on zip and button that is our trademark for our shawl.

Flow.Co born in 2019 at Bangi Central, Section 9 and our company produce simple and unique shawl for ladies. Flow.Co is a most desirable shawl brand in Malaysia, our shawl offers affordable luxury material shawl for everyday use and quality is never compromised. Shawl from Flow.Co being design easy to wear because concept our shawl l itself there have button and zip that give more easy for customer to extend the shawl. Furthermore, material shawl that we use more comfort to wear every day.

Well known our Flow.Co shawl very popular among stylish hijabista with their effortless Shawl design, making Flow.Co a dedicated brand which celebrates all kind of women are stylish, sophisticated and confident. Our shawl who wears creation that faltter her heart and soul, finding great comfort in her everyday world and experiences.

Comply with vision Flow.Co “Inspired women to live more stylish, sophisticated and confident. Our Business aim to supply a shawl that follow syariah compliance” this is explain our future prospect of the business. Our business is not just focus on revenue totally but Flow.Co encourages all women out there where a hijab not old fashion, wear a hijab can be more stylish than others.

## 1.0 ENVIRONMENTAL INDUSTRY ANALYSIS

- 1.1 Flow.co provide customers the new design in town to meet the customer requirement especially the Islamic compliance. The design are the first production in the world for the *Muslimah* around the world and they also can easily wear with no hesitation. Flow.co is very confident that the brand and the designs will get the place of the Muslims in the whole country and even the world. The design that are fully coverage for Muslim surely will makes their day go easily and *syariah* compliances.
- 1.2 Flow.co introduce the brand new shawl design that can be extended by using the zip and button that attached together with the shawl. The user can wear the shawl with both style with any convenient accordance to their comfort and suitable with the place or occasion. This also can help user to spend less due to the shawl is two in one purposes. Below are the dimension of the shawl that Flow.co produced.
- i. Main shawl:-  
Width and length: 188cm X 70cm  
Additional design: Can be attach with extension (zipped or button-up)
- ii. Extension:-  
Width and length: 188cm X 34cm
- 1.3 Flow.co are built to contribute in Islamic fashion industry and embark a new trend in Malaysia which is creating a new shawl design to introduce to the market that this product will be used in daily basis for hijabis and make it easy to the user to wear as it is solat-able and *syariah* compliances.
- 1.4 Market analysis is one of the main factors in marketing. It is a study designed to define a company's market. Forecasts their directions and how to expand the company's share and exploit any new trends. Things that include in market analysis are for examples, target market, market size, competition, market share. Sale forecasts and marketing strategy. For our business, our target customer is universal. There is no limitation and specification for certain people because