

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



ZLARA HIJAB

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EXECUTIVE SUMMARY

The purpose of this business plan is to introduce “Zlara Hijab,” which is located in Plaza Paragon Point, D-12-G, Jalan Medan Pusat Bandar 5, Seksyen 9, 43650 Bandar Baru Bangi, Selangor. Our primary business is creating and selling a wide range of trendy scarves. Our focus is to provide the best type of hijab using a high-quality material with a good price for our target customers who are basically busy and workaholic. We want our brand to become their all-time favourite while also keeping up with current trends. Since most of Malaysians are Muslims, all women are obliged to cover their aurah by using scarves because scarves are an alternative to cover their aurah. The new design that we produced is intended to embody the true spirit of women.

Zlara Hijab is a company owned by five women who share the same passion in the fashion industry. The idea to open a hijab business was popped out when each of us always purchases a new hijab that looks simple and comfortable. The idea was further extended by analysing the problems with BMC analyses to identify the problems and turn them into opportunities. We believe that this business can meet the needs and satisfaction of customers in creating a new hijab style.

We believe that in the future, Zlara Hijab will be able to sustain and compete with other businesses, particularly those in the fashion industry, both locally and internationally. Additionally, we believe that by implementing a systematic planning and forecasting process, the business can improve its management and profitability. The business plan serves as a guide for forecasting the future performance of the company based on the current year's profit. The vision and mission of this business require us to work diligently to accomplish and fulfil our goals and expectations. Due to the new innovation in the design of the scarves, we anticipate that demand will increase not only during the festive season, but also as a new daily outfit. This will provide us with additional support in order to make our product more stable and profitable in the long run. By incorporating all of these factors, it is hoped that the business can maintain a positive attitude and continue to grow in order to accomplish the vision and mission.

1.0 INTRODUCTION

1.1 BUSINESS DESCRIPTION

Business name

The business is called “Zlara Hijab” as the idea of this name pops up on our mind when we came up with an idea to start a business in fashion and textile industry. As we all love wearing pretty and comfortable hijabs very much, we would like to share the feelings of having a lot of fashionable hijabs to others. This is how we express the passion and favorite into reality. Our slogan of “Comfort and Modest” is to describe that how a fashionable hijab can really make our day very well because it give comfortable to people who wear it. This is the reason we want to share the feelings with others. The main product of this business is providing a new version of hijabs trend design to the customers.

Business address

Zlara Hijab is located at Plaza Paragon Point, D-12-G, Jalan Medan Pusat Bandar 5, Seksyen 9, 43650 Bandar Baru Bangi, Selangor. The location was selected as it is a township area that surrounded by development building area and the location gives an advantage for us attract potential customers.

Nature business

The main business activities are we produce our own design of hijabs and selling it through online and offline where we rent a building for boutique together with operation place. This business are managed by five partners which are Hamizatul Mazni Bt Mohd Dhazari as General Manager, Siti Nur'Ain Bt Ismail as Administration Manager, Nor Athirah Bt Alwaly as Operational Manager, Nur Suhailah Bt Mohd Asri as Marketing Manager and Nur Absarina Atiqah Bt Mohd Naim as Financial Manager. As a newcomer, we need to be more aggressive in sales promotion in order to be known in the market and generating sales. To achieve that, we are working our best in fulfil customer demands, provide the best services and convenient facilities to them.

Factors in selecting the proposed business (the opportunity)

In Malaysia alone, many women wear scarves, ranging from children to adult women. That way, automatically the market demand for a hijab is increasing because everyone who wears it is unlikely to have only one hijab. Of course, they need a lot of hoods starting in terms of colour and model so that the clothes worn will look compatible. Inspiration to start a veil business can come from anywhere, some are started because of a hobby, some are started because they see circumstances and needs. This is because over time, more and more people will wear the hijab. In addition, the development of the current hijab trend makes people who wear hijabs want to collect a lot of hijabs.

Seeing the increasing market demand for hijabs, thus, I have started a hijab business named Zlara Hijabs.

Future prospects of the Business

We are designing future prospect of the business in order to meet our long-term goals. We are focusing on the sustainability of the business in the market through implementation of creating customers loyalty in order to keep sales grow. Next, we will produce more products that is creative and innovative by resolving the problems to turn it into solutions. Furthermore, we are also working to be one of the major suppliers for this trendy hijab in terms of raw materials and finished products. We would also plan to make an ironless scarf to be available in the market.

Purpose of business plan

The purposes of our business are as stated below:

- To show a clear picture of the business main activities which is produce hijab and selling it as the product.
- To describe everyone roles in the business managements in terms of operational, administration, marketing and financial.
- To give a better explanation on the business preparations and conducts on how to achieve its objectives and long-term goals.
- To assist workers in understanding their jobs scope so that they will be able to accomplish the task with few errors.
- To convince suppliers and creditors that our company able to pay for the obligations.
- To offers more job opportunities in order to expand economic growth.
- To prevent our company from unlawful rules and regulations.