



اَوْنِبُوْرَسِيْتِي تِي كُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS PLAN

*Effortlessly Elegant*



SENIORITA HIJAB

PREPARED BY :

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

SEMESTER 4 (AM110 4D)

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## Submission Letter

Senorita Hijab  
Diploma in Public Administration,  
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Kampus Kota Samarahan 2,  
94300 Kota Samarahan,  
Sarawak.

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Madam Siti Mardinah,  
Lecturer of ENT300,  
Universiti Teknologi Mara (UiTM),  
Kampus Samarahan 2,  
94300 Kota Samarahan,  
Sarawak


Madam,

### Submission of Business Plan Proposal for Subject ENT300

Regarding the above matter, I, Azilah Binti Rasid, the General Manager of Senorita Hijab and the representative of my group members to submit our business plan for your analysis, evaluation, reference and further actions.

2. For this purpose, we have decided to choose Senorita Hijab as our business plan. The decision was made since we have observed there are many business opportunities and high potential in this hijab industry in the area of Kota Samarahan.
3. We would like to express our gratitude for your valuable guidance that you gave us in order to complete this business proposal. We hope that you will find our business plan meet the requirements or expectations and hopefully this business plan will bring benefits to others in future. Your consideration is much appreciated.

Yours sincerely,

  
.....

(AZILAH BINTI RASID)

General Manager,

Senorita Hijab.

## **Executive Summary**

Senorita Hijab is a new brand small boutique that will be selling a variety of hijab in Kota Samarahan. Senorita Hijab focused on selling a variety of hijab such as a shawl, instant shawl and bawal. We produce by ourselves and sell a variety of Hijab with good quality of material and created an elegant design according to the fashion trends at an affordable price for our precious customers.

The location of our business is at No. 18 Jalan Datuk Muhammad Musa, 94300 Kota Samarahan. The business was operated on the 1<sup>st</sup> of January 2018. It is a partnership business, which will be owned by five shareholders and according to the partnership agreement, each member contributes a certain amount of capital in order to make this business a success. The General Manager of the business is Azilah Binti Rasid, the Financial Manager is Nur Azmina Binti Abdul Rahman, the Marketing Manager is Nurul Hanis Binti Erini, the Operational Manager is Syaidatul Azwa Binti Sarum and the Administrative Manager is Siti Aisyah Binti Mat Tial.

Our target market is which includes career women, housewives and students of Kota Samarahan. After screening the business opportunity, we have confidence that this type of business is very potential to be a success. We are committed to winning the heart of our customers and our future prospect is to open-up more franchise throughout the country

## 1.0 Introduction

Our business name is *Senorita Hijab* which is a brand-new boutique that selling various type of hijab. The reason we choose “*Senorita Hijab*” as our business name is because *senorita* mean women or girl and the type of business that we choose is selling hijab which for women to wear.

Our boutique located in the shopping lot near Aiman Mall at the address of No. 18 Jalan Datuk Muhammad Musa, 94300 Kota Samarahan. We choose this location because it is a very strategic location, easy to access and near to offices and university student targets. Our target market is which includes career women, housewives and students of Kota Samarahan. We offered our products at affordable price according to the taste of our customers. This place is very strategic because Kota Samarahan is a rising star for business and a place where people not just come to study and reside but also to do business and making money.

We offered various type of hijab which are *bawal*, shawl and instant shawl. By these various type of hijab, it is can be many differences in style, pattern, and colours. Furthermore, we also have many different types of material such as cotton, wrinkle cotton, heavy chiffon, and satin. We hope that our *Senorita Hijab* brand can strive to be different from other hijab brands in the country by reinventing the image of the hijab to one that looks more elegant, modern, practical and hassle-free so that, when the women wearing the product, she can feel more confident and comfortable on it.

The reason we choose this business is, we have confidence that this type of business is very potential to be a success. We are committed to winning the heart of our customers and our future prospect becomes a widely known boutique selling various type of hijab.