



اُونِيُوْسَيتِي تِيكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF ART AND DESIGN
UNIVERSITI TEKNOLOGI MARA (UITM)
PUNCAK ALAM, CAMPUS
SELANGOR

ENT530
PRINCIPLE OF ENTREPRENEURSHIP

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CLASS
AD241 5C
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Acknowledgement

First, I would like to express my gratitude to Almighty Allah for enabling me to complete my report. I do thank for His blessings to my life and good health. I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this report.

A special thanks goes to my family and friends who gave me strength and support to complete my report.

Last but not least, I want to thank my ENT 530 lecturer, Madam Rahayu Hasanordin who helped me in completing this report. The understanding and encouragement throughout the duration of doing this report are most appreciated.

Thank You.

Sincerely,

Nur Izzati Athilah Bt Shahrir

Executive Summary

Niabs Scarves introducing new design of hijab. Our brand is currently focus on textured satin shawls. Our main purpose is to make a hijab that can cover women's "aurat" properly following the "Syarak" in Islam. Niabs Scarves collection are based on latest trend and the most favourite choice in Malaysia. Textured satin shawls is currently in trend in Malaysia. This is one of the reason why we choose textured satin shawls as one of our collection.

Niabs Scarves based on Shah Alam and only do online business. Our client is customers that be identifying as women who loves fashion and follow the latest trend. This client can be target at all stages of age. It can be teenagers, young adult or adult. Next, we are targeting women who wear hijab and want to cover their "aurat" properly.

Niabs Scarves marketing strategy is to emphasize the quality and price of our product. Niabs Scarves offer an affordable price to their client so that we can give them a good experience towards our product. They can easily enjoy buying our product without any doubt. This is because we target at all stages of age and we want our client to enjoy our product.

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2.0 Introduction of Business

2.1 Name and address of business



Name of the business is Niabs Scarves and the address of the business is Pangsapuri Subang Suria, Jalan Bintang u5/33 40150, Shah Alam, Selangor.

2.2 Organizational Chart



Founder of Niabs Scarves is Nur Izzati Athilah Binti Shahrir