



اُنْبُوْزِ سَيِّدِي تَيَكُونُو لَوِي كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

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UNIVERSITI TEKNOLOGI MARA (PERAK)

ASSIGNMENT 2

(BUSINESS ACTIVITY)

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**COURSE** : **FUNDAMENTAL OF ENTREPRENEURSHIP**

**COURSE CODE** : **ENT300**

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**PRODUCT** : **HIJABS (LAWA.SCARF)**



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## **EXECUTIVE SUMMARY**

The overview of this business activity is that we are able to see in real life how to manage online business. In addition, we are able find out how much profit and losses we have received from doing business online. Beside that, we can also find out the pros and cons in conducting business activities, especially in conducting an online business.

In this business activity, I have chosen to run an online business because online business has become popular in Malaysia in this modern age. Other than that, this method of business is easy to start and run with low capital and the risk is also lower. Online business also give merchants the opportunity to operate 24 hours a day as cutting-edge technology now allows internet users to shop online anytime and anywhere. This makes me interested in starting an online business due to the freer working hours as well as not using a lot of energy.

The product that I choose to sell for this business activity is hijab. I have many reason why I choose hijab as my product such as hijab are very easy product to sell without requiring high capital. Next, I choose Instagram&Whatsapp as a platform for I promoted my hijab and make poster to promoted at stories. My business which is run for 3 weeks was targeted women, especially Muslim women. Besides, problem that I faced while conducting business activity is I finds it difficult to get suppliers due to the hijab I sell are the latest fashion and demand is very limited.

In conclusion, everything can be sold on the internet regardless of whether the product you want to sell has value or not because the market on the internet is vast regardless of geographical boundaries and also operates 24 hours a day.

## PROJECT DESCRIPTION

The product that I sell for this business activity is hijab which is have various types and according to the tastes of Muslim women. In this era of globalization, various types of hijab have been created and issued for Muslim women such as ‘bawal’ and shawls. Everyone has their own tastes, so do women who have their own tastes to choose the hijab that suits them.



**Figure 1: Hijabs by lawa.skarf**

I have many reasons why I choose the hijab as my product. My first reason is because large market size. There are roughly 8,000,000 (8 million) Muslim women in Malaysia. In other words, our potential customers are as many as 8 million people. The minimum is enough for a week of use, which is 7 pieces per person. That is for people whose money is less like students. If they are already working, there is definitely too much that they have to buy to wear. My second reason is selling the hijab has a low cost, and less risk. This is because seller only need to start with a low cost, but a high profit margin of 100%. Seller no need to bother to buy any equipment. Just need to buy stock of hijab only. About 3-4 hundred ringgit. In fact, if they don't have direct capital, they can still start with a capital of 0, that is do it by dropship. Other than that, selling hijab has a remarkable increase ahead of the festive season which is definitely an increase in sales of up to 300% when it comes to the festive season. Beside that, women are also obsessed with buying and easily influenced because women are the most easily influenced by beauty especially the latest hijab fashions that will show them as a woman who is always up-to-date in hijab wearing. Last but not least, it can keep stock for a long period of time. If we buy a lot of stock we will not lose as we sell food. The stock of hijabs we have will not be damaged if stored in good condition.

## PROJECT OUTCOMES

(HIJABS)

( Three weeks : 8 May 2021 - 30 May 2021)

### Capital Record

Details	Date	Items	Quantity	Price	Remarks
Cotton Eyelash	8 May 2021	Shawl Cotton	20	RM6 X 1PCS = RM120	-
Cotton Voile	13 May 2021	Bawal Cotton	20	RM5 X 1PCS = RM100	-
Cotton Eyelash	18 May 2021	Shawl Cotton	20	RM7 X 1PCS =RM140	-
Cotton Voile	23 May 2021	Bawal Cotton	10	RM5 X 1PCS = RM50	-
Cotton Eyelash	28 May 2021	Shawl Cotton	20	RM6.50 X 1PCS = RM130	-