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DEPARTMENT OF BUILT ENVIROMENT
STUDIES AND TECHNOLOGY

FACULTY OF ARCHITECTURE, PLANNING
AND SURVEYING

GROUP ASSIGNMENT – BUSINESS PLAN

GROUP 4

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EXECUTIVE SUMMARY

Our business is based on helping the people who have difficulties when performing their prayers. Such difficulties include the problem of remembering the number of raka'ah and also making the process of counting raka'ah automatic. Our product is called Digital Sejadah. It is a new type of sejadah which utilises new RFID and motion sensor technology to make the calculation of raka'ah easier.

Our product is targeted mainly to everyone but it is mainly focused on the people who have difficulty when performing their prayers. The soft and premium quality material used in making the Digital Sejadah will ensure max comfort and ease the pain of sitting or standing on the user's leg. The main function of the Digital Sejadah is to calculate the amount of raka'ah performed during prayer. This product will be very appealing to children who wants to buy the Digital Sejadah for their old parents.

This product is fairly new in the market and we are one of the company distributing the Digital Sejadah. This product is the first of its kind featuring digital RFID technology to detect movement of its user. The high quality material used in the Digital Sejadah will ensure only comfort to its user and also easy to clean without the need to wash it even after an extended period of time. The profitability of this product is also very high because we are able to get 30% to 45% in term of profit from each Digital Sejadah sold.

Our management team consist of 5 person. The first one is our general manager Muhammad Fikri Bin Mazlan. Next is our operation manager Muhammad Haziq Bin Abdul Rahim. We then have Ahmad Faizal Bin Abd Aziz as the administrative manager, Nur Azamuddin Azureen Bin Norazli as the marketing manager and Muhammad Faris Najmi bin Abdul Bakar as the financial manager.

1.0 **BUSINESS DESCRIPTIONS**

a) Name of the organization

The idea Hijrah Exclusive is come from our general manager, Mr Fikri. He also our founder for this company. The idea came up start with the passage of time, our era is the era technological progress so that the Sajadah Digital has been formed from our research.

b) Factors in selecting the proposed business

- i. Allow the entrepreneur to look at and evaluate the proposed business venture objectively, critically, and practically

Many business ventures fail due to the entrepreneur's decisions and planning, which are based on emotions and gut feelings rather than objective and rational considerations. The entrepreneur has solid and well-grounded information to supplement the planning and decision-making process with a business plan. The entrepreneur will have a more realistic and practical business plan as a result.

- i. Analyze and assess the viability of a proposed business venture

A business plan can be used to assess the viability of a proposed business venture. The information gathering and analysis performed as part of the business plan preparation process can provide an early indication of a project's viability. As a result, the entrepreneur can make a more informed decision before investing in the proposed venture.

- ii. To persuade interested parties of the project's investment potential.

A business plan can be used to persuade potential investors of the viability of a proposed venture. The availability of the business plan will increase the confidence of interested parties in financing a portion or all of the cost of the venture. Financial institutions, private or individual investors, suppliers, and government agencies are all potential investors.

1.1 Organization Background

- a) Name of the Organization : Hijrah Exclusive SDN.BHD
- b) Business Address : No. 20 Jalan Setia Dagang U Ak/13, Setia Alam 40170, Shah Alam Selangor
- c) Website/e-mail address : www.HijrahExclusiveSejadahDigital.com
- d) Telephone Number : 011-3557-1577
- e) Form of Business : Sednirian Berhad (Sdn. Bhd.)
- f) Main Activities : Retail Firm
- g) Date of Commencement : 01/01/2021
- h) Date of Registration : 31/01/2021
- i) Name of Bank : HSBC Malaysia
- j) Bank Account Number : 372 442996 888