



اَوْبُو سَيِّدِي تَيْكُو لُو كِي فَبَارَا  
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TEKNOLOGI  
MARA

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**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
(BA118)**

**ENT300 - FUNDAMENTALS OF ENTREPRENEURSHIP**

**COMPANY NAME -**

Fabulous Scarves

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## **EXECUTIVE SUMMARY**

Fabulous Scarves company is a form of business based on a partnership that consists of five members and each holds important positions which is General Manager, Administration Manager, Marketing Manager, Operation Manager, and Financial Manager. Each position needs to play an important role in the company to achieve the targets set by the company manager. The business capital amounts to RM100,000 where the contribution of each member is RM20,000.

Our company provide various type of scarves such as Plain Shawl, Plain Bawal, Pleated Shawl, Printed Shawl and Printed Bawal which provides a very comfortable fabric for our consumers, not sparse, not easily wrinkled and has a variety of attractive colors and patterns at an affordable price. Furthermore, Fabulous Scarves company with the motto of “Be Bold, Be Beautiful” is located at Ampang Selangor with the address: Jalan UP 8/9, Ukay Perdana 3, Avenue Ampang, 68000 Ampang Selangor.

Our company will focus on quality fabric types because it is the first thing that customers will evaluate, whether the fabric is comfortable or not for them to consume. In addition, the patterns we choose are also the best among the best because we want the quality and variety to move in tandem to produce something different from other scarves out there.

To make it more attractive we decided to make some innovation by present something different. We have done some research about the problem of women who wearing hijab and among them is that they have the problem of damaged hair when wearing the hijab for too long, so we decided to provide a hijab that can help reduce hair problems such as hair will not easily damage, hair loss problems, itchy scalp, and dandruff problems.

## **INTRODUCTION**

Fabulous Scarves company was established on January 10, 2021 with a product that can make your life shine. We have also agreed to a new organizational framework that has placed all partners in the right division and believe that with the establishment of this organization can provide progress to the company and help smooth the flow of the company well.

Our company name inspired from the name of our Whatsapp group which is 'Fabulous Five' that was accidentally created while we were studying together at UiTM Machang. After several discussions, we finally agreed to take the name 'Fabulous' as the company's first name. This can symbolize the unity of our friendship that will hopefully last until death separates. Our final decision is to make Fabulous Scarves the official name of our company, and we hope that the meaning of fabulous will provide something incredible to help our company succeed until the end.

Because of its facilities and business environments, the chosen location is considered strategic for starting a business. This location is close to our product's supplier, a residential area, and a post office. We were extremely fortunate to be the first to rent this store, as there were several competitors who wanted to rent in the same location.

We want to take our product to a global level and elevate our company's name so that it can compete with other large corporations around the world.

## **1.0 PURPOSE PLAN**

A business plan's primary purpose is to define what the company is or what it intends to be over time. Clarifying our company's purpose and direction allows us to see what needs to be done to move forward. Clarifying can include a simple description of our company and its products and services, or it can include specific product lines and services we'll offer, as well as a detailed description of our ideal customer.

We will constantly need to be concerned with financing our business as we start it, and even as it grows. Financing issues begin with start-up costs and progress to business expansion and new product development. Private investors, banks, and other lending institutions will want to know how we intend to run our business, what our expense and revenue projections are, and whether or not our long-term goals are achievable with the business we've built. All of this can be addressed by a well-written and comprehensive business plan.

Businesses evolve and adapt over time, and incorporating future growth and direction into the business plan can be an effective way to plan for market changes, growing or slowing trends, and new innovations or directions to pursue as the company grows. Although clarifying direction in the business plan allows us to know where we're going, future vision gives us goals to strive for.