



اَوْنِبُوْا سَيِّئَاتِيْ تَيَكُوْنُوْا لِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)
BUSINESS PLAN REPORT**

**STELLA HIJAB
CLOTHING ACCESSORIES**

PREPARED BY

**FACULTY & PROGRAMME: FACULTY OF ADMINISTRATIVE SCIENCE AND
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TABLE OF CONTENT

Section	Content	Pages
	Executive summary	1
Section 1	Introduction	2
Section 2	Purpose/s	3
Section 3	Business company background	4
Section 4	Background of owner/partner/directors	5-9
Section 5	Administrative plan	10-17
Section 6	Marketing plan	18-28
Section 7	Operation plan	29-45
Section 8	Financial plan	46-64
Section 9	Conclusion and recommendations	65

EXECUTIVE SUMMARY

“Stella Hijab” that is operated in Kota Samarahan, Sarawak. The business forms an enterprise based on the partnership ventures of four persons that also act as managers in the company. The name itself shows the importance of our boutique store to our customer as a star. “Stella Hijab” provides a high quality and standards Hijab for all women. We also sell Hijab accessories in our boutique store.

The target market of “Stella Hijab” is teenagers and all Muslim women. Our target for teenagers are the hijab that are suitable for them and easily to wear every day and go to the class. We also provide an excellent quality services for our customer as we have a Hijab Consultant to ease the customer chose their hijab. Quality services that satisfy the customers will leave a good impression of “Stella Hijab” hence there will be a positive word of mouth from them.

In our company, the top management will be conducted by the shareholders themselves. The position of General Manager and Administration Manager is hold by Nurulain Binti Bathiar, followed by Noraina Fatihah Binti Affendi as a Marketing Manager, Nurul Syakirah Binti Said as Operation Manager and last but not least, our Financial Manager, Siti Asmida Binti Sait.

The management team will be led by the General Manager and being assist by the other managers. General Manager is responsible to planning, organizing, leading and controlling the flow of the company. As for the Administration Manager, he is responsible to handle all the administrative work of the company and act as the main assistant for the General Manager. Marketing Manager will be responsible to do all the marketing research and carry out the promoting and marketing strategies and analyse the current demand in the market. For the Operation Manager, he is responsible in handling and controlling the operation flows of our company including maintaining all the equipment that is being used to run the business. Lastly, the Financial Manager will carry the task of preparing the budget according to past and current expanses and also control the cash flow of our company.

INTRODUCTION

The name of our business is Stella hijab. We gave our business name Stella Hijab is because it is a special name for us and it is simple and easy to pronounce. The name itself shows the importance of our boutique store to our customer as a star. "Stella" means star in Latin word.

The ideas of the business come from most of my partner with the agreements of all partners. We had seen many stores selling hijab out there but there is few numbers of very creative shops with attractive designs. Other than that selling hijab is not as difficult as other business plan.

According to the current period, hijab is compulsory to wear for Muslimah and most of young Muslimah from the age of 12-30 like to wear shawl and have a collection of various colour of shawl. From brainstorming process we decide the type of the business and the business name.

PURPOSE/S

To fulfil and satisfy the demand of our customers in service aspect because in every industry, customers are the main focus where it is always a priority to ensure business is in operation and running. Through this business, we are able to offer customers/clients with high quality scarfs with low price with several of attractive colour and the most important is we use different materials with high quality. Then, we want to introduce our business to the public where everyone can buy our product that is scarfs. Our business have 10 different high quality materials for our customer . Serves as a starting point for developing budgets, forecasting spending and incomes.