



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)

BUSINESS OPPORTUNITY

SENORITA HIJAB

PREPARED BY :

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

DIPLOMA IN PUBLIC ADMINISTRATION (AM110)

SEMESTER 4 (AM110 4D)

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SUBMISSION DATE :

15th OF MAY 2018

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1.0 Executive Summary

Senorita Hijab is a new brand small boutique that will be selling a variety of hijab in Kota Samarahan. It is a partnership business, which will be owned by five shareholders which are Azilah, Nur Azmina, Nurul Hanis, Siti Aisyah and Syaidatul Azwa.

The vision and mission of this boutique are to produce and sell a variety of hijab with good quality of material and created a unique design according to the fashion trends at an affordable price for our precious customers.

Then, in order to set up this business, we have to scan the environment, evaluating oneself and community. Firstly, by scanning the environment, the population structure in Kota Samarahan keeps increasing due to the setting of big universities such as UNIMAS and UiTM and other government offices and medical centres. Our target market is Muslim woman which includes career women, housewives and students. We offered our products at affordable price according to the income level and the taste of our customers.

After that, by evaluating oneself, based on our experience, knowledge and skill, financial, network and interest. For the community evaluation, we evaluate based on the values and also the perception towards the product.

After screening the business opportunity, our company is legal and have been recognized by Companies Commission of Malaysia which is the agency under the Ministry Of Domestic Trade, Co-operatives and Consumerism. Then, the forecast cash for capital requirement for our company is about RM 250, 000. Lastly, as a new company, we also face a few risks such as financial risks and the acceptance of customers towards our boutique existence and products but we are committed to winning the heart of our customers and our future prospect is to open-up more franchise throughout the country.

2.0 Senorita Hijab Boutique

2.1 Mission

The mission of Senorita Hijab is actually about aiming to be the leading hijab boutique in Kuching and outside of Kuching with the best online and offline shopping online by creating a new trend of hijab style. At the same time, our boutique will sell the hijab at an affordable price so that it can attract and maintain the customers. Our product will exceed the expectation of the customers' taste according to the trend such as a dream to make a difference.

2.2 Vision

The vision for Senorita Hijab is actually to establish an independent woman with a healthy lifestyle, taste, and become a woman that has a beauty inside and also outside. Senorita Hijab also wanted to ensure that the material, product, processes and services are suitable for the purpose.

2.3 Motto

"EFFORTLESSLY ELEGANT"

"Effortlessly Elegant". This motto represents the determination of our Senorita Hijab which actually produce a suitable product with a good material quality and created a unique design according to the trend fashion for our precious customers. Furthermore, by using this motto, we hope that our Senorita Hijab brand can strive to be different from other hijab brands in the country by reinventing the image of the hijab to one that looks more elegant, modern, practical and hassle-free so that, when the women wearing the product, she can feel more confident and comfortable on it. Therefore, with the high-quality product that been produced by Senorita Hijab, it will make the customer feel more satisfied with buying our

their “aura”. The material that was used to create the hijab has also absorbed the sweat. The second innovation that will be created by us is a two-sided colour shawl. As what we believed, most people nowadays prefer to use something that is much easier and simple. So, our boutique has come with this idea where it will be much more easier and save the cost to buy more hijab with a different colour.

4.0 Scanning the environment and evaluating of self and community

4.1 Environment

4.1.1 Population Structure

The population structure in Kota Samarahan within this year may increase to 100,000 or more. The statistic in the year in the year 2010 stated that the population of people in Kota Samarahan reach 87,923 (source from Department of Statistic Malaysia). The last Census was conducted in 2010 and the next Census is expected to be carried out in 2020. Kota Samarahan is the main education hub or centre for Sarawak State and officially known as “Town of Knowledge”. this place is very strategic because Kota Samarahan is a rising star for business and a place where people not just come to study and reside but also to do business and making money. The increasing percentage of the population also marks the demand for our product also increases. For example, the rising population due to the setting of big universities such as Universiti Malaysia Sarawak (UNIMAS) and Universiti Teknologi Mara (UiTM) and other government offices and medical centres. We are not only targeting the students to purchase our product but also the residents that live in Kota Samarahan. There are many Malays in that area and definitely, the hijab is one of their main need and demand as Muslim. Therefore, as the population of students and residents in Kota Samarahan is high and increasing, it will help to support our business opportunity.

4.1.2 Income and Taste

The hijab business shall meet the income and taste of customers. This is due to the good quality at an affordable price that was offered with a variety of choice and designs