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MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

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BUSINESS MODEL CANVAS

NAME OF COMPANY:

AHIHA SCARVES

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EXECUTIVE SUMMARY

Product

AHIHA Scarves offers high-quality scarves for women of all ages from children to adults. All scarves are made of premium materials and various types of scarves fabrics such as alpaca, cashmere, cotton, jersey, linen, pashmina, satin and silk. The scarves are designed and manufactured to provide comfort and beautiful appearance to the wearer and help them to boost their confidence when going out to meet a lot of people.

Customers

The target audience for AHIHA Scarves is adults, specifically working women, parents, grandparents, uncles or aunties who wish to give their children, grandchildren or nieces scarves as presents and boyfriend, husband, brother or son who wish to give their girlfriend, wife, sister or mother the opportunity to wear a scarf that is aesthetically pleasing.

Company Future

Although the scarves manufacturing business is highly competitive, we believe that there is a place for high-quality, attractive and affordable scarves. Our goal is to manufacture and market scarves that will fulfil the needs of the wearer who wants comfort and beautiful appearance that can boost their confidence while going out.

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1.0 Introduction

1.1 Business Background

AHIHA Scarves is a new company that offers high-quality and specially designated scarves to provide comfort and beautiful appearance to the wearer and help them to boost their confidence when going out to meet a lot of people. We cater to the adults, specifically women of all ages, working women, parents, grandparents, uncles or aunties who wish to give their children, grandchildren or nieces scarves as presents and boyfriend, husband, brother or son who wish to give their girlfriend, wife, sister or mother scarves as gifts.

We have the manpower that are specializes and trained in the field of fabric selection, sewing and designing. We focus on providing comfort, quality and beautiful designs yet affordable scarves to the community. All scarves are made of premium materials with high-quality and there are various types of scarves fabrics such as alpaca, cashmere, cotton, jersey, linen, pashmina, satin and silk. However, our company are being very determined to offer all scarves at the affordable price as possible.

Our vision is to be recognized as one of the top company that sells affordable and high-quality scarves. While our mission is to fulfil the consumers need and provide comfort, quality and beautiful designs yet affordable scarves to the community to help them to have a good appearance and boost their confidence when going out to meet a lot of people.