



اُنْبُوْا سِيَّتِيْ تَكُوْنُوْا لِيْ مِاْرًا
UNIVERSITI
TEKNOLOGI
MARA

BUSINESS PLAN



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EXECUTIVE SUMMARY

SAROJA Collection is a partnership business with a mission to market a latest instant hijab with practical uses, lessen the time need to be put on while fulfilling the Sharia law for all Muslim women to cover their aurah. The vision of SAROJA Collection is to become a brand that produces a practical instant hijab at affordable price. With shop size of 1250 square feet, SAROJA Collection is located at B-13-G Block B Bangi Gateway Shopping Complex, Persiaran Pekeliling, Seksyen 15, 43650 Bandar Baru Bangi, Selangor. This location is chosen as it is an ideal place for SAROJA to conduct its operation since it is near with supplier and vendors such as JNT Express and ParcelHub for delivery activities. Commenced at 1 August 2020, SAROJA Collection is managed by 5 staffs in total including the Manager, Administrative Staff, Marketing Staff, Operation Staff, Finance Staff and also with the help of a part time worker.

The main business activity of SAROJA Collection is selling instant ear loop hijab. Due to COVID-19 pandemic, the idea was created to ease all Muslimah across Malaysia for their daily use. By targeting students and adult women, SAROJA Collection will serve all these customers by creating a hijab that has a hole at both sides of the ear area as it will be used by them either to wear a mask, earphones or even spectacle. Moreover, it also suits those who are working at home, traveler or student that prefer easy, neat and quick hijab.

With another 2 existing competitors in the market such as Tudung Ruffle and Jimmyscarves, SAROJA Collection managed to enter the market with 20% market shares for the first year by using low capital through marketing ads on online platforms including Facebook, Instagram and Shopee. Moreover, The price of each hijab is affordable, which is RM45, and becomes the competitive advantage for SAROJA Collection to penetrate in the market compared to its two rivals.

Lastly, SAROJA Collection's financial projection will be outlined for the first few operations to enable this business to forecast the revenue. To grow further, all partners have decided to invest RM20,000 each to meet the working capital requirements. The manager believes that SAROJA Collection has a bright future to expand in the market later.

1.0 COMPANY PROFILE

1.1. Organization Background

Name of the Organization	SAROJA COLLECTION
Business Address	B-13-G Block B Bangi Gateway Shopping Complex, Persiaran Pekeliling, Seksyen 15, 43650 Bandar Baru Bangi, Selangor.
Website	www.saroja.com.my
Email Address	saroja@gmail.com
Telephone Number	03-0000000
Form of Business	Partnership
Main Activity	Selling Instant Ear Loop Hijab
Date of Commencement	1 August 2020
Date of Registration	20 April 2020
Name of Bank	CIMB Bank
Bank Account Number	-

Table 1.0: Organizational Background for SAROJA Collection

1.2. Organization Logo / Motto

1.2.1. Logo



Logo Description	
	<ul style="list-style-type: none">• Using a minimalist flower for our logo as a symbol as it brings a dynamic symbol.• Express the meaning to communicate love, support, grief, transitions and also celebrations for all women.

	<ul style="list-style-type: none"> • A woman without any skin tone and face structure are used as we wanted to deliver our products to customers regardless of their skin tones or face structure types. • Using a pink colour scheme for the hijab as it symbolizes sweet, nice, and feminine to the wearer.
	<ul style="list-style-type: none"> • The word SAROJA itself is a combination from the words "SARONG SAJA". • It brings a meaning of 'just wear it' as we are selling an instant ear loop hijab to our customers.

Table 1.2: Logo Description for SAROJA Collection

1.2.2. Mission

Our mission is to market a latest instant hijab with practical uses, lessen the time need to be put on while fulfilling the Sharia law for all Muslim women to cover their aurah.

1.2.3. Vision

Our company's vision is to become a brand that produces a practical instant hijab at an affordable price.