



اوتنو سيني تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

ENT 300

FUNDAMENTALS OF ENTREPRENEURSHIP

BUSINESS PLAN



Hyphylla Hijab Beauty

PREPARED BY

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EXECUTIVE SUMMARY

The company Hyphylla Hijab Beauty, which sells scarves, is situated in Kuala Lumpur's Jalan Tuanku Abdul Rahman. As we offer a variety of scarves items, Hyphylla Hijab Beauty anticipates attracting a wide spectrum of customers. We want to make our product accessible to people of all income levels, including both locals and visitors to the market region. Kuala Lumpur is where Hyphylla Hijab Beauty was founded. The four partners currently oversee its operation as a partnership that was established. In contrast to Ms. Hafsa, who can arrange tasks and is skilled at organizing them, Ms. Siti Nadzurah Asni who has excellent financial management abilities and experience working as a cashier at Combat Shoppe. Compared to Ms. Aminah, who possesses the most fundamental design and editing abilities, Ms. Noralia Amirah has exceptional computer skills and excellent interpersonal communication skills.

A large selection of scarves crafted from premium fabric is available from Hyphylla Hijab Beauty. The Ryana Satin Matte fabric used to make the Macrophylla scarves can make them comfortable for wear. Additionally, it has a shining effect that adds a finishing touch for a more feminine appearance. The Dianella scarves are crafted from premium cotton voile and have a lovely abstract pattern. Customers who order bespoke scarves can create their own scarves, allowing them to show their personal fashion sense in any way they choose. Then, we also produce non-crumpled Felicia scarves, which are highly practical for all hijabis since utilizing them can allow them to save more of their time from having to iron their scarves.

Kuala Lumpur has seen moderate growth in the scarves sector. However, given the current fashion in Malaysia, where many hijabis women have emerged as style icons, more people have started wearing scarves, which has raised the demand for scarves suppliers and created market competitiveness. In order to find more business chances, Hyphylla Hijab Beauty had therefore determined the advantages and disadvantages of our rivals. Hyphylla Hijab Beauty anticipates raising RM81 775 in its own funds and borrowing RM23 510 in the form of a 10-year loan with a 10% interest rate.

Sales of around RM1 784 289 are expected in the first year, RM1 783 264 in the second year, and RM1 836 762 in the third year of the plan, according to Hyphylla Hijab Beauty. Profit for the following three years is anticipated to be around RM1 483 283 in 2017, RM2 837 630 in 2018, and RM4 259 106 in 2019. No cash flow issues are anticipated by the company.

BUSINESS BACKGROUND

1. INTRODUCTION

1.1 NAME OF BUSINESS

Our business is called Hyphylla Hijab Beauty. The name of the flower known as Hydrangea Macrophylla is where the word “hyphylla” originates. Our company’s signature color is Blue Heu, and we aim to produce scarves with distinctive flower motifs. With this, Hydrangea Macrophylla undoubtedly represents our company. Today’s society places a high value on scarves, particularly among Muslim women. It considers how they could put them on in a nice, stylish, and of course, covering their aurah. Our goal is to meet Muslim women’s needs for covering their aurah while also enabling them to appear stunning by wearing scarves in their own way of styling it.

We sincerely hope and really look forward to giving our best to our customers. In order to receive full satisfaction from our customers, we pledge to deliver high-quality results and services. As previously said, the focus of our product is on distinctive patterns of flowers and plants. Flowers represent the feminine side of women. As a result, customers could tell our products were from us merely by hearing our company name.

We have made it clear that the sole item we offer through our company is scarves. There is no provision for a head inner or any other accessories. Choosing a name for a business is crucial since it influences attracting customers to come and visit our store. In order to tell the customers about our sales supplied, we have agreed to exclusively produce scarves and make it a part of our company’s name.

1.2 NATURE OF BUSINESS

Hyphylla Hijab Beauty is a type of partnership business. All partners in a partnership are shareholders, and we are responsible for managing the business in accordance with our responsibilities. We have decided to operate the company as a team, so there aren’t any sleeping partners in our partnership. We decided to operate the business through partnership for several reasons, including:

- Each group member will contribute ideas, opinions, and suggestions to help others make adjustments and raise the service quality.
- All members will put in a lot of effort because every decision they make will have an impact on the business, whether positively or negatively. It will also have a significant impact on the business if they make mistakes that cause losses.