



Aisha's Wisdom Ltd

Knowledge is the key to wisdom

Enterprise Business Plan

4th December 2018

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Shamsur Rahman: 1709495, Sufia Khan: 1709300

Introduction



- ▶ This is an online Islamic bookstore specifically targeted for children's as well as for adults and all young people.
- ▶ The business is in partnership between 5 people. Samad Uddin, Farzana Hussen, Soyful Khan, Sufia Khan and Shamsur Rahman.
- ▶ As this is an online bookstore we all have the ability to handle different sections of opening up the store online. Opening an online bookstore requires a lot of attention to every single object to make sure it runs smoothly and is easier for the customers to navigate through themselves.

Overview

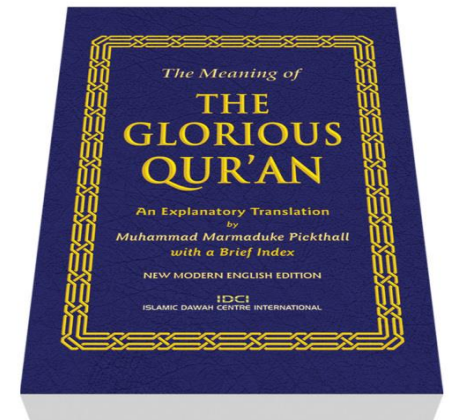


- ▶ **Mission Statement:** We are committed to offer a quality selection of affordable books as well as gifts and educational items aimed at young people to fill their hearts with a deep love and understanding of Islam.
- ▶ **Aim:** We aim to cater to the needs of our customers by offering a variety of Islamic quality products and gifts at affordable prices.
 - : To be able to offer affordable and vibrant illustration books that are child friendly.
 - : To satisfy the needs of Muslim families within the UK who are searching for such literature and gifts that we are offering.
- ▶ **Objective:** Develop a easy to navigate website with various online transactions by using an appropriate database. (2 Months).
 - : Managing customer personal information using GDPR and other applicable data protection legislation. (2 Months).

Products and Services



- ▶ The products and services that has been chosen is by keeping the parents and children's in mind so that they can attain knowledge about the religion, diversity, equality and stay closer to their religion.
- ▶ The products we will be selling are storybooks, educational books, Islamic essentials, educational toys and modest wear.
- ▶ We have chosen these because there is a limited number of online bookstores that can be accessed easily to get essentials for Muslim children's. It is difficult for the parents to be able to find the appropriate books that not only are vibrant and colourful but are educational as well.



What is Unique about the Business



- ▶ We will be offering a few e-books which the customers can view online and have a short read through before they go on to buy the whole book.
- ▶ Digital copies will be available for our customers to buy for people who like to read on the go or use their digital devices to access it while travelling.
- ▶ Books will be available on Amazon mentioning it on social media and any blogs and providing direct link to our website to direct the buyers to the website and maximize book sales.
- ▶ We will be having giveaways, deals and incentives to make it a better option for our customers.
- ▶ We will be keeping a track of our regular buyers and their email address so that they can be the first to know about any new addition to the sites with a sneak preview. Monthly newsletters will be sent to the email addresses as well as discount vouchers to maximize our sales.

Operating



All products will be packaged in the warehouse and delivered by Royal Mail and Hermes as business progresses.



Service Standards



- ▶ **Timeliness:** Delivery dates need to be defined precisely.
- ▶ **Accuracy:** Customers should receive accurate information about products and delivery.
- ▶ **Appropriateness:** Ensure customers are happy with the products and services.

Returns Policy

If the product is not satisfactory, it must be returned in original packaging within 14 days, terms and conditions will apply.

Events Calendar



Events

Eid Party (Welsh Islamic Events)
Eid in the park (Swansea mosque)
Islamic Awareness (I.S.O.S)
Community Program (W.I.E)
Youth in Action (W.I.E)
Islamic Talk (Swansea Mosque)
Family Quiz Night (W.I.E)
Lecture from Lal Speaker (S.M)
Children's Gathering (S.M)
Lecture on "Our Duty" (S.M)

Date

22 August
24 August
16 September
29 September
21 October
7 November
19 November
12 December
23 December
25 December

Action

Stall
Stall
Leaflets
Leaflets
Leaflets and Halal Sweets
Leaflets
Leaflets and Halal Sweets
Leaflets
Leaflets and Halal Sweets
Leaflets

Ensuring quality of products and services.

Information will be gathered from online feedback, questionnaires, surveys and reviews from customers. This will be collected quarterly and put on Charts and Graphs for monitoring. Customers will be able to track their orders with a tracking number, customer enquiries will receive response within 3 working days.

Chart and Graphs will be put on notice boards, and shown in meetings to encourage performance and show current quality of products, services, delivery after sales and customer care. The team will also be encouraged in making suggestions on improvement.



Monitoring



The information gathered from all the feedback will be used in monitoring performance quarterly and identifying strengths and weaknesses. This will enable management to set new targets, make changes to improve performance, and will be discussed in team meetings.



All hand's on deck



- ❑ Participation by all employees is critical for the success of quality and performance improvement.
- ❑ Everyone must be aware of quality control.

- Toys must be CE marked with name and address of manufacturer.
- Electrical products must be sold maintaining child safety standards and GPS regulations.

- ▶ - Flammability
- ▶ - Choking hazards
- ▶ - Magnetic parts
- ▶ - Chemicals

- ❑ Preparation for long term improvement.



Human Resources



Training and Development

- ▶ Organisation's training needs
- ▶ Deliver training to employees
- ▶ Evaluate the results of completed training programs
- ▶ Make sure employees complete training
- ▶ Safety and Health for the organisation



Rota



	9:00am – 13:00 pm	13:00pm – 17:00 pm
Monday	Sufia khan Shamsur Rahman	Farzana Hussen Samad Uddin
Tuesday	Soyful Khan Sufia khan	Shamsur Rahman Farzana Hussen
Wednesday	Samad Uddin Shamsur Rahman	Sufia Khan Soyful Khan
Thursday	Farzana Hussen Soyful Khan	Samad uddin Sufia Khan
Friday	Shamsur Rahman Samad Uddin	Soyful Khan Farzana Hussen





Employing Staff

- ▶ Decide how much to pay a candidate, must pay national minimum wages.
- ▶ Check if someone has legal rights to working the U.K.
- ▶ Apply for DBS check (formerly known as a CRB check)
- ▶ If you work in a field that requires one, e.g. with vulnerable people of security.
- ▶ Get employment insurance – you need employers liability insurance as soon as they join.
- ▶ Send details of the job to your employee also give written statement of employment, if you employ more than a month.
- ▶ Tell HM Revenue and customs (HMRC) by registering as an employer, you can do this up to 4 weeks before you pay your new staff.
- ▶ Check if you need to automatically enrol your staff into a workplace pension.



- ▶ Recruiting an employee (ACAS,2018)
- ▶ Planning your staffing needs.
- ▶ Pinpoint the key task of a job, make sure when you advertise the vacancy the candidates should have personal qualities such as skills, knowledge for the post.
- ▶ Advertise through many different channels like websites, social media, job centre and local newspaper. By using channels you will get better candidates for the job.
- ▶ Choosing candidates for interview.
- ▶ The interview should be done by more than one person if possible to avoid unintended bias.
- ▶ Offer the ongoing rate for the job in your business sector.



Human Resources Management

- ▶ Matching candidate to the right job.
- ▶ Expert on the work skill.
- ▶ Recruit and retain valuable employees by offering fair wages.
- ▶ Professional development opportunities.
- ▶ Work to maintain positive relation.
- ▶ Participate in company strategy sessions.
- ▶ A human resources director has knowledge of all aspects of human resource management.



Marketing & Promotion



- ▶ Target Market
- ▶ Segmentation
- ▶ Pricing
- ▶ Promotion



Target Market



- ▶ Activities – Questionnaire designed on Google Forms



- ▶ have also conducted secondary research

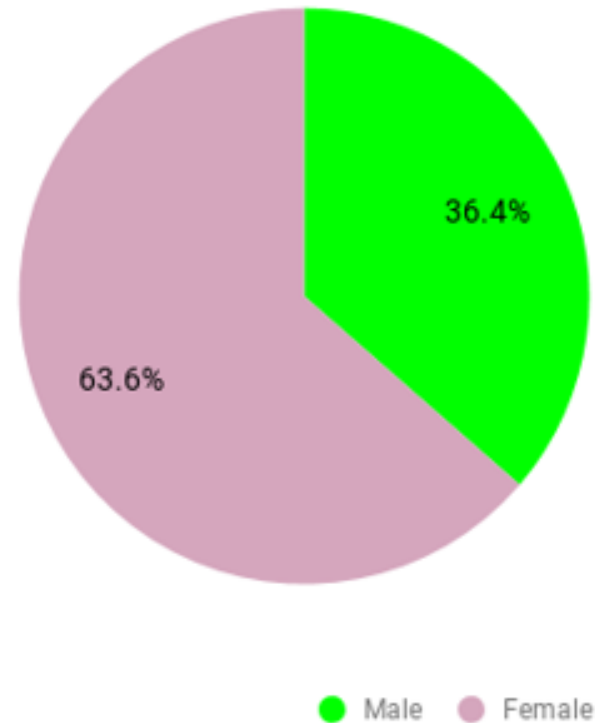


Primary Research



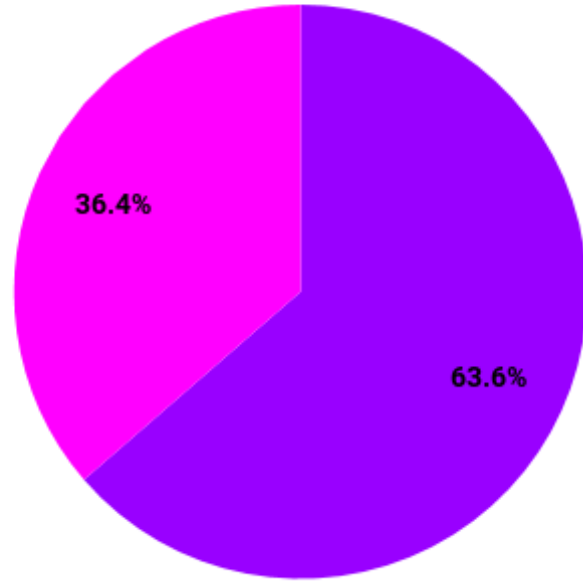
1. Gender
2. Age group
3. Preferred books
4. How often do you read?
5. How long do you read for ?
6. Where do you buy your books from?
7. Delivery timescale?
8. Who do you buy for ?
9. Payment method used at checkout?
10. Delivery charges?

Gender



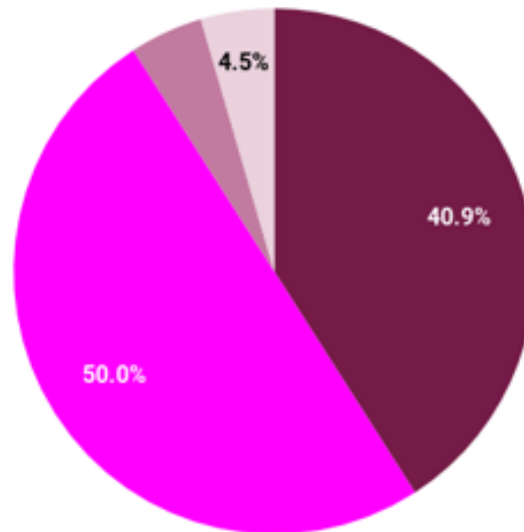
Age group

- 25 - 39
- 40 - 60



How often do you read?

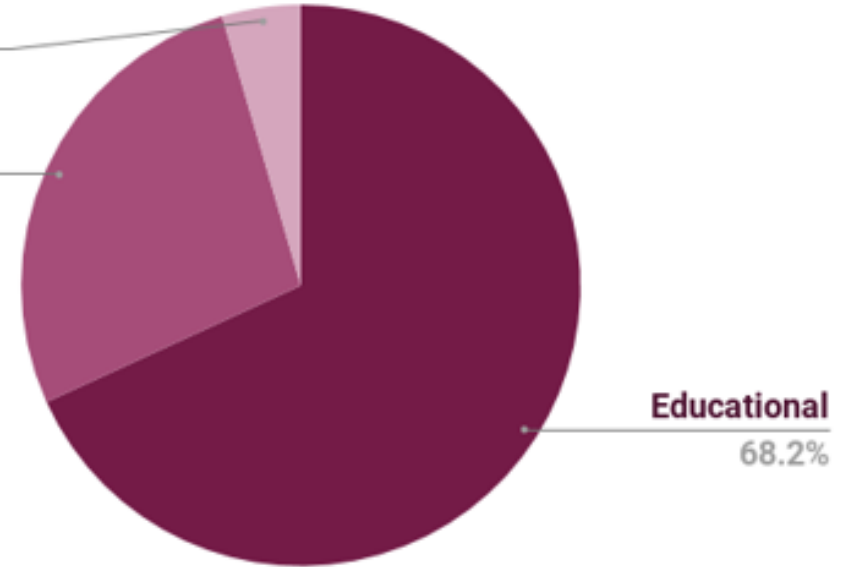
- Daily
- Weekly
- Monthly
- Other



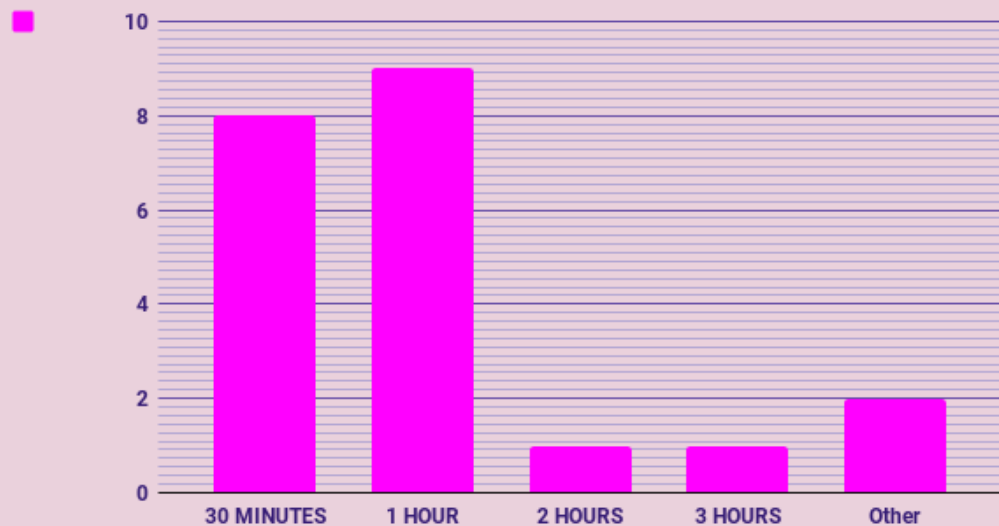
What kind of books do you prefer?

Non- fiction
4.5%

Fiction
27.3%

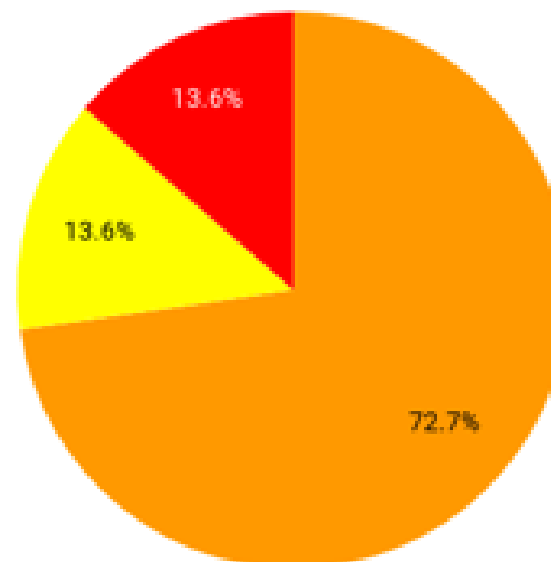


How long do you read for?



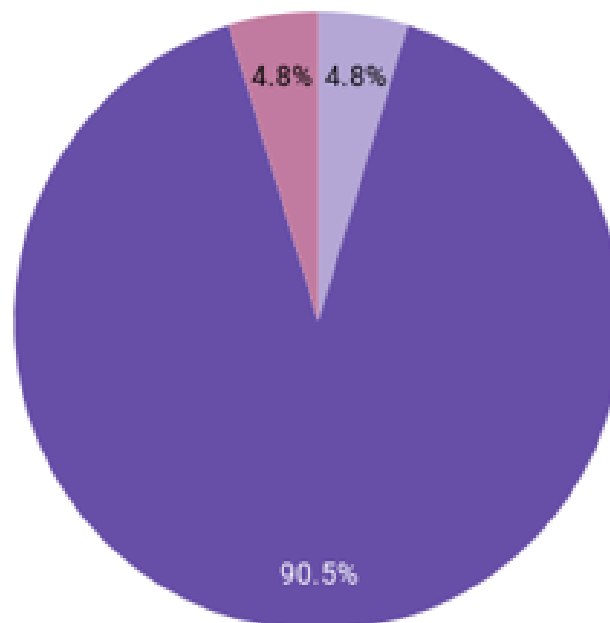
Where do you purchase your books from?

- Online
- Supermarket
- Traditional Bookstore



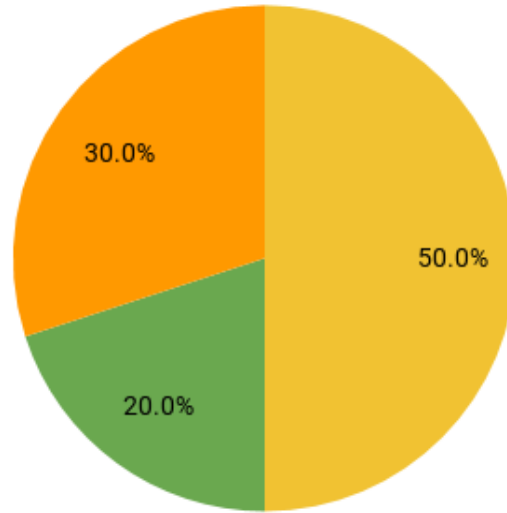
Delivery Timescales

- Next day delivery
- Standard delivery 2 - 5 working days
- Other



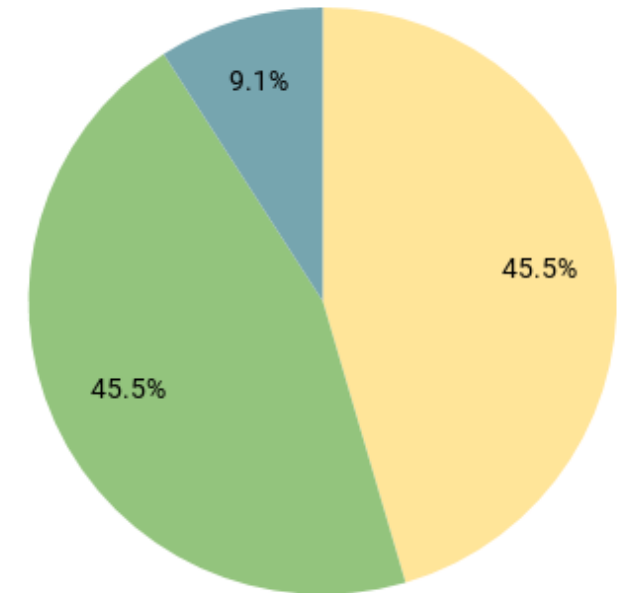
Who do you buy for?

● Childrens ● Families/ Relatives ● For yourself

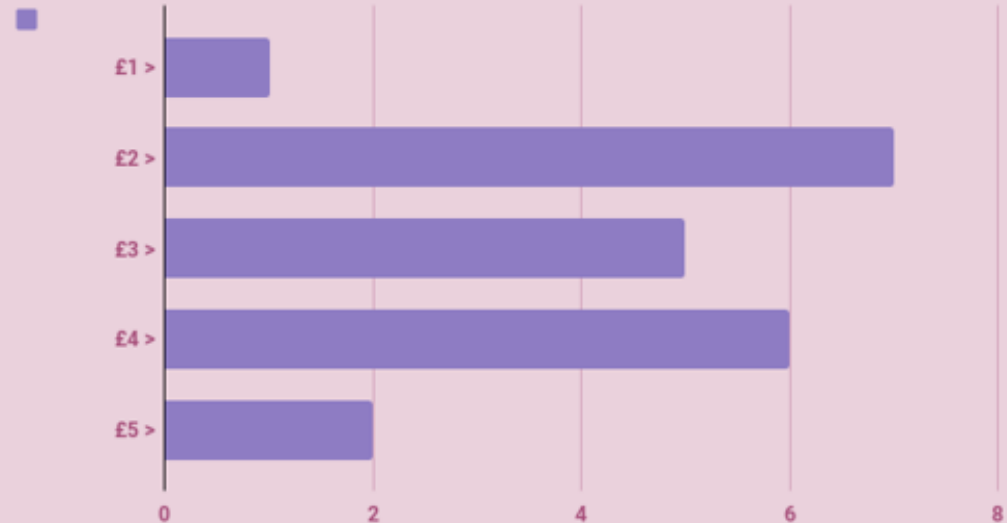


Online payment method

● Debit card ● Paypal ● Other



Delivery fees



Secondary research



- ▶ Over 3 million Muslim families in the UK mainland – office for national statistics (2018)
- ▶ According to Quora.com there are 1,500 million people worldwide speak English language, 80% of our products are English language
- ▶ <https://youtu.be/PVw30auUy3s> **Noorkids.com**



Segmentation



- ▶ External - to fulfil customer needs
- ▶ Demographic



Demographic Segmentation



Categories:

- ▶ Age – infant, 6-11, 12-19, 20-34, 35-49, 49-65
- ▶ Gender – Male / Female
- ▶ Income – N/A
- ▶ Family size – young, single, married, divorced, no children, married with children, single parents, engaged couple, elder citizens, teenagers
- ▶ Religion – any

The target market for Aisha's Wisdom is primarily Muslims families between the age of 0-65 with no discretionary income.





- The advantage for market segmentation is that we can tailor the marketing mix, we have opportunities to gain valued customers
- Overcome threats by being ready and prepared for forthcoming changes to the market demand
- have pricing strategy to deliver a product that consumers are willing to pay premium
- Opportunity to expand, geographic segment - International



Pricing Strategies



Penetrating Pricing

- New launch
- Competitive
- Lure customers
- Increase price once market is captured

Differentiation pricing

- Premium pricing
- Incentives
- Exclusive offers

- We have analysed our competitors products and pricelist. As we are launching we want to be recommended by customers to friends & family. With the support of technologies SEO. We are aiming to be UK no1 Islamic online bookstore



- We want to build trust and rapport with our stakeholders. Aiming to thrive and sustain a strong relationship through enticing customers with our unique products with a significance.
- Unique selling point – donate 2% from every order to registered charity to help educational needs in under developed countries.
- Market based pricing – we have an estimate of what a customer is willing to pay for a product based on competitors pricing list.



Promotion



- ▶ Social media;
- ▶ Advertise section of products
- ▶ networking
- ▶ PR Package is tailored made and dispatched to social media influencers and bloggers
- ▶ Promotion activities will cost £500.
- ▶ We will dispatch flyers to madrasah, schools, with incentive of 10% off first purchase



Upcoming Events



Make The Ummah Great Again (As-Suffa) @ Whitechapel, London

December 8, 2018 @ 12:45 pm – 1:45 pm | London Muslim Centre

Calendar



Details

WHEN: December 8, 2018 @ 12:45 pm – 1:45 pm

CONTACT: 07804 636290 / 0121 285 2777

[Event website](#)

WHERE: London Muslim Centre
46 Whitechapel Rd
London E1 1JX
UK

SELECT YOUR REGION



The Great Muslim Pantomime (PennyAppeal) @ Middlesbrough

December 6, 2018 @ 6:30 pm – 10:00 pm | Acklam Green Centre

Calendar



Details

WHEN: December 6, 2018 @ 6:30 pm – 10:00 pm

COST: £5

CONTACT: 44 1642 811120

[Email](#)

[Event website](#)

WHERE: Acklam Green Centre
Stainsby Road
Middlesbrough TS5 4JS
United Kingdom

SELECT YOUR REGION

[ENGLAND](#)

Special offers



- ▶ Bundles 3 for 2
- ▶ Package offers
- ▶ Free deliveries over £100
- ▶ Seasonal
- ▶ Religious dates:
 - ▶ Ramadan, Eid al fitr, Eid al adha
 - ▶ Easter, Christmas
 - ▶ New year, Bank holidays
 - ▶ Graduation
 - ▶ Birthday discounts through newsletter



Financial resources

Business funding's

1st owner - Farzana (own savings £3,000)

2nd owner- Samad (own savings £3,000)

3rd owner- Shamsur (own savings £3,000)

4th owner- sufia khan (own savings £3,000)

5th owner- soyful khan (own savings £3,000)

Continue Finance-



- ▶ we are 5 friends who have the same goals and ideas.
- ▶ We want to develop our own knowledge and help others
- ▶ We are investing total amount of £15000, to help enhance Islamic knowledge for families to learn the manners of Islam and the beautiful stories of the Prophets

Financial pricing strategy



- ▶ Negotiating stock/ merchandise prices with suppliers and wholesalers
- ▶ Different profit margin for individual products
- ▶ optional postage service , promotional offer
- ▶ the sales profits 2% is earmarked for charity

Profit Margin



- We have concluded to make profit from individual pricing on individual products

Product	Wholesale Price	Aisha's Price	Profit
Electronic prayer mat	£20	£55	£30
LED Candle holder 4 Quls	£10	£21	£11
Book "Strong Moral"	£3	£7.50	£4.50
Coloring Book	0.99p	£2.99	£1.99
Toy Tablet	£3.99	£9.99	£5.99

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Conclusion



- ▶ In this presentation we have discussed our final business proposal regarding our online business Aisha's Wisdom LTD. We have explained and gone into detail how we will expand the business and how different sectors of the business will be taken care of by different individuals. We will be doing this by adding more facilities for our customers and more options so that they can shop from us without any inconvenience. We are aiming to make our online website easier for our customers to use as well as keeping their personal information safe when any purchases are made.
- ▶ We will be doing this by assessing the competition and predicting our revenue and expenditures accurately.
- ▶ Additionally as we grow together as a business we will be providing more services such as adding a wider range of products that are suitable for everyone of all age groups, opening up stalls in exhibitions where our products can be purchased and advertised to get more recognition. Attending events where we can promote the products we sell and our online store.

SWOT



Strengths

- ▶ As we are five partners we are all aware of our departments and are educated on how to handle different situations arising.
- ▶ We will be donating 2% from every order to registered charity to help with education for underdeveloped countries.

These are the main strengths of our business and they have been highlighted as they are the key points.

Weakness

- ▶ There are less opportunities to promote the business through other influencers and bloggers until the relationship has been established.
- ▶ It is a small online business

The weaknesses have been listed and gives an explanation of what we as a business need to focus on to achieve our targets and approach more customers. As it is a small online business as a start up we will need to focus on continuous growth so we can achieve it.

SWOT Continued



Opportunities

- ▶ Leaflets and flyers have been prepared with all the information available for our customers
- ▶ Relevant information regarding the website is regularly updated on our social media pages such as Facebook.

Threat

- ▶ Online Businesses who have already formed a relationship with their customers will potentially cause us to be in the loss as it will take time to build a relationship.
- ▶ Formed online business might start to increase their offers and discounts.



As we are a start up small online business there are many online stores that have already established themselves so we need to advertise and promote ourselves using different techniques to gain more attention in the market.

Gantt Chart



Activity	Who	Date Assigned	Review Date	Date Completed
Mission Statement/Aims and objectives/Introduction/Products & Services/Unique about the Business	Samad Uddin	13/11/2018	27/11/2018	27/11/2018
Physical Resources/Service Standards/Events Calendar/Quality of products and services/Monitoring	Soyful Khan	13/11/2018	28/11/2018	28/11/2018
Human Resources/Rotation/Employing staff/Human Resource Management	Sufia Khan	13/11/2018	28/11/2018	02/12/2018
Front Cover/Marketing & Promotion/Target Market/Analysing graphs and charts/Pricing strategy/Market segmentation	Farzana Hussen	13/11/2018	27/11/2018	02/12/2018
Financial Resources/Finance Pricing Strategy/Profit Margin/Cash Flow	Shamsur Rahman	13/11/2018	02/12/2018	02/12/2018
Conclusion/SWOT/Gantt Chart	Samad Uddin	13/11/2018	01/12/2018	02/12/2018