



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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AM228 BACHELOR IN ADMINISTRATION SCIENCE (HONOURS)

ENT530 PRINCIPLES OF ENTREPRENEURSHIP



**TITLE : STELO HIJAB
BUSINESS MODEL CANVAS**

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EXECUTIVE SUMMARY

“Stelo Hjiab” that is operated in Kota Samarahan, Sarawak. The name itself shows the importance of our boutique store to our customer as a star. “Stelo Hijab” provides a high quality and standards Hijab for all women. We also sell Hijab accessories in our boutique store. We also act as an agent for all women that wanted to buy Hijab that are only sell from peninsular Malaysia. Our customer can buy our Hijab at discounted price if they are registered as a member of “Stelo Hijab”.

The target market of “Stelo Hijab” is divided into three categories. They are adults, corporate and teenagers. For adults, we focused on all career women that wanted to buy the hijab for themselves or their family. For corporate, we are providing hijab for the company, organization or any customer that wanted to buy hijab in wholesale (20 pieces and above). Also, for teenagers, our target for teenagers are the hijab that are suitable for them and easily to wear every day and go to the class.

We also provide an excellent quality services for our customer as we have a Hijab Consultant to ease the customer chose their hijab. Quality services that satisfy the customers will leave a good impression of “Stelo Hijab” hence there will be a positive word of mouth from them.

1.0 INTRODUCTION

1.1 Company background

Stelo Hijab is the name that we all agreed for our business Stelo is a way to say star in Esperanto language which means star. We want all our hijab users to feel that they are the stars and become the confident person after using our hijab. In Islam, Hijab is the main clothes that are to be used by Islamic women.

The name was chosen because of its definition and what impression it might shows to other people. The name of our boutique store plays an important role in attracting people to come and visit our store. We are trying to provide services of excellent quality to our customers whenever they chose to shop at our boutique store.

Therefore we are trying to bring our boutique's belief by emphasizing our motto which is "Your No. 1 Choice to Shine Bright Like A Star". It shows that the women can gain their confident level by wearing our hijab. Besides, our hijab is suitable for any types of apparel.

Company Background

| | |
|------------------------|---|
| Name of the business | : Stelo Hijab |
| Business address | : No. 35, Level 2, The Summer Mall, Jalan Datuk Mohammad Musa, 94300 Kota Samarahan, Sarawak |
| Correspondence address | : No. 35, Level 2, The Summer Mall, Jalan Datuk Mohammad Musa, 94300 Kota Samarahan, Sarawak |
| Facebook address | : https://www.facebook.com/Stelohijab/?modal=admin_to_do_tour |
| E-mail address | : stelohijab@gmail.com |
| Telephone number | : 082-888999 |
| Form of business | : Partnership |
| Main activity | : Retailing |
| Date of commencement | : 1 st January 2021 |
| Date of registration | : 1st June 2020 |
| Registration Number | : In Progress |
| Name of Bank | : (SME Bank) Small Medium Enterprise Development Bank Malaysia Berhad |
| Bank account number | : 01310104131 |