



اَوْنِيُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ASSIGNMENT OPERATING MANAGEMENT (MGT345)

GROUP MEMBERS :

- 1.INTAN SHAFINIE BT SAHAT (2014626048)**
- 2.INTAN AZIANA BT ABD AZIZ (2014234662)**
- 3.SYAZA NABILAH CHEE BT MORDIN CHEE
(2014682282)**
- 4.NOORSHAHHIRAH BT WIRA (2014637488)**

PREPARED FOR : MDM NOOR EMMA BT SHAMSUDDIN

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1.1 ABOUT US

Naelofar hijab ome from a business-oriented family, it was only a matter of time that Neelofa would eventually become an entrepreneur herself. She loved fashion and had a passion for business so she combined the two and proceeded to set up her own label.

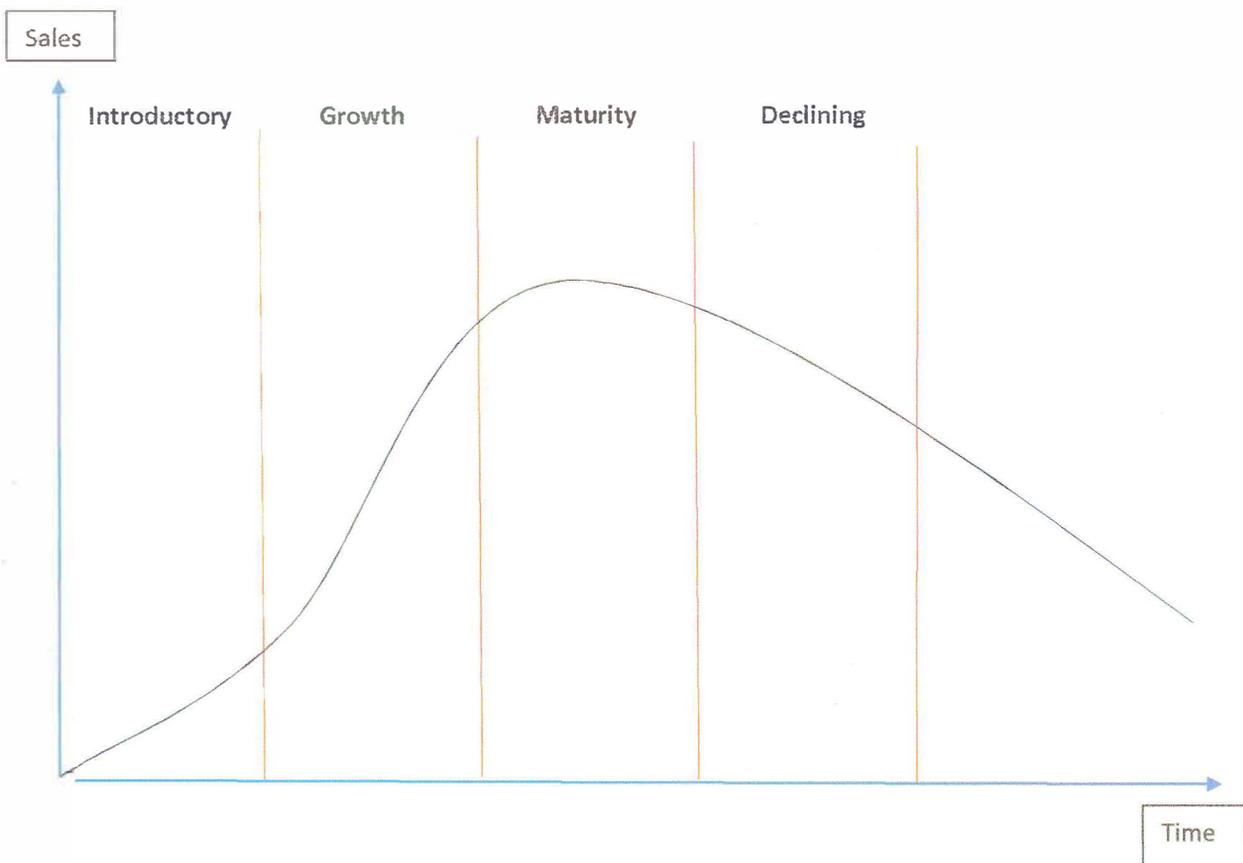
As she was going through her own personal transformation and with her decision to dress more modestly, it was just a natural progression that she decided to start with shawls as her first product.

Venturing into business with a small team of trusted and like-minded individuals, Neelofa and her partners decided to revolutionize and simplify modest fashion, to make shawls more practical and easier to wear. After countless brainstorming sessions, trials and errors, they came up with a design for an instant shawl and launched Naelofar Hijab in 2014.

They started selling the shawls online and at bazaars. The instant shawls were a hit and stockists were appointed to handle the increasing demand. Currently there are more than 100 stockists in Malaysia, Brunei and Singapore.

Business has expanded and along with Naelofar Hijab, Neelofa have also created two other labels -Nalelofar Abaya, featuring modern and stylish abayas and Lofalens, a brand offering fashionable contact lenses. Customers can now purchase the products in store as Naelofar Hijab opened its first flagship store in TTDI in January 2015.

2.0 PRODUCT LIFE CYCLE



2.1 Introductory

Naelofar is a partnership business with a small team of trusted and like-minded members. Neelofa and new partners decided to revolutionize and simplify modest fashion to make shawls more practical and easier to wear. After countless brainstorming sessions, trials and errors, they succeed in producing an instant shawl and launched Naelofar hijab in 2014. They started selling the shawl online and at bazaar. The sales at the beginning grow slowly as people are not aware of the product. The demand for the hijab are very low. The product may be unknown to certain customers and they need a heavy promotional and advertising activity designed to raise awareness of the instant hijab. In this stage, they only have a few competitors such as Bawal Adijuma, a square head scarf which is the most popular and commonly used by muslimah consumers at that time.

<p>PRODUCT</p>	<p>At first, Naelofar Hijab only-produced babes and basic shawl. It is an instant shawl that easy to use and very simple and comfortable that suitable to wear at any occasion.</p> 
<p>PRICE</p>	<p>For the introduction cost, the price for one shawl cost RM50 for Malaysia. The price is cheaper than other stage because the material is only cotton lycra.</p>
<p>PLACE</p>	<p>In this stage, Naelofar Hijab only sell the shawls via online that is their own page or blog and at the bazaar only. This is because it will borne low cost for the business to run up.</p>
<p>PROMOTION</p>	<p>At this stage, Naelofar promoted their shawl using social network such as instagram because instagram are very famous in this era.</p> 