



اَوْنَبُوْرُ سَيِّدِي تَيْكُوْلُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Faculty of Business and Management

ENT300

CASE STUDY

ENTREPRENEUR

(ALHUMAIRA HIJAB)

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## TABLE OF CONTENT

Content	Page
1. Executive Summary	3
2. Introduction: Entrepreneur Profile	4-5
3. Entrepreneur Competencies <ul style="list-style-type: none"><li>a) Sees and acts on opportunities</li><li>b) Information Seeking</li><li>c) Concern for High Quality of Work</li><li>d) Self-Confidence</li></ul>	6-8
4. Appendices	9-10
5. Overall Report	11
6. References	12

## Executive Summary

The key point of this case study is that I will be able to see a realistic situation where I will be able to apply entrepreneur skills in my potential.

Hani Elia Rousli is an entrepreneur of Alhumaira Hijab. She is 34 years old. Back so she was just 21 years old when she began her Hijab company in 2008. A young lady created it as a weekend project to earn extra money, and she modelled the hijab herself to save money. She began by selling plain shawls and those with lace borders on her brand's blog for RM79 each.

They are able to fill the streets with women who radiate a distinct, personal style by taking advantage of their ability to interpret Muslimah fashion in their own way and by inspiring their customers to use their creativity to blend its collections.

The founder of Alhumaira is very detailing for very each hijab that her company sell, their customer satisfaction is her team's responsibility. Alhumaira also only provide high quality of hijab that been trusted by many women out there. This are making Alhumaira looks exclusive with reasonable price.

I am analysed these competencies will be extremely beneficial to me in the future as I develop my businesses.

## Entrepreneur Profile



# ALHUMAIRA

## **ALHUMAIRA**

Assalamualaikum, I am doing on an entrepreneur competencies case study for ENT300, and I have chosen Alhumaira company. The company was founded in 2010 by a young entrepreneur named Hani Elia binti Rousli graduate in diploma of Graphic and Digital Media UiTM Sri Iskandar, Perak. It has since grown to be at the top of the Malaysian online Muslimah fashion market, due to the launch of its blog shop. Alhumaira's vision is to provide customers with stylish, high-fashion ready-to-wear hijabs at an affordable price.

Hani Elia is very committed to developing her business according to customer tastes. She diligently understands the demand and always produces exclusive yet interesting hijab patterns and designs. Today, Alhumaira takes pride in being the top choice for discerning Muslim women in modest fashion around the world.

Alhumaira launches new collections every week, which are eagerly awaited by the Muslimah fashion industry and entice both loyal and new customers. Alhumaira strives for flawless attention to detail, which has evolved into a company ethos that is reflected in our products. Alhumaira in-house design team selects

only the highest-quality materials from all over the world to produce fashion pieces that blend luxury taste with local flair.

Alhumaira creates enticing Muslimah fashion by empowering consumers to use their imaginations, mix and match collections, and develop their own unique style. Alhumaira is passionate about what they do, and they cannot wait for new buyers to try their products.