



UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN

Faculty of Computer and Mathematical Science

ENT300
FUNDAMENTALS OF ENTREPRENEURSHIP

CASE STUDY
NAELOFAR HIJAB

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1.0 EXECUTIVE SUMMARY



The original purpose of conducting this case study was to introduce students to real-world business situations. Students may learn more about an individual situation, such as a person, company, or organization, through this case study. For this case study, I researched the organization I chose and described the business history as well as the entrepreneur in great details. NH Prima Sdn Bhd is the name of the company that I have chosen, and the founder of this company is the famous Malaysian entrepreneur Noor Neelofa MohdNoor, who is also the name of the company. This company's goal is to manufacture premium-quality headscarves by using only the highest-quality materials and embellishments. NH Prima Sdn Bhd is a company that works with Swarovski, the world's most prestigious jewelry and accessories maker, to embellish their headscarves. The company team is always listening to their customers' suggestions to deliver something affordable while retaining product quality.

This company also has many official distribution outlets, including naelofar.com, Shopee, Luxe Boutique TTDI, 1 Utama, Isetan KLCC, SOGO KL, and over 500 Approved Stockists worldwide. The company's main office is located at 34, Jalan Wan Kadir 3, Taman Tun Dr Ismail, Kuala Lumpur, 60000, Wilayah Persekutuan Kuala Lumpur. The first product of this company store is opened in TTDI Plaza in January 2015.

Meanwhile, the product's brand name is Naelofar Hijab. The company's key items are instant shawls, semi-instant shawls, shawls, square hijab with the pretty printed and other headscarves such as turbans. This headscarf is available in a variety of designs and colors, and it is paired with Swarovski's luxury jewelry and accessory line. The headscarves are also available in a plain design. Naelofar Hijab creates high-quality head scarves that are simple to put on and

comfortable to wear. The headscarves' names are derived from flower names such as Duchess, Bell, and Fiona, which is an interesting fact about this brand. Not only that, but their company also offers an online store where customers can buy a range of headscarves and have them shipped in 3 to 5 days.

Neelofa had distinct traits and a distinct manner of acting in both the television and the beauty and fashion industries. She was a successful businesswoman who shared her own success stories. She demonstrated to the rest of the world how to keep behaving in the digitalized corporate environment surrounded by the market force of the younger generations. The key core products and brand name Naelofar Hijab have helped NH expand from a small homegrown business to an international player. The success of the company hinged on the leadership style of the outlier, Neelofa. The public figure who became a prominent leader and was respected by business leaders such as AirAsia Sdn. Bhd., big names such as Swarovski, Oppo, and Zalora. Neelofa had a one-of-a-kind personality, was business-savvy, and wielded dominance over the hijabs in the competition. Through its core brand promise 'Go Far', Naelofar aims to inspire women to always feel confident and empowered by their decision to choose modest wear.

2.0 ENTREPRENEUR PROFILE



Noor Neelofa Mohd Noor was born on February 10, 1989, in Pasir Mas, Kelantan, to a family of nine children. She has reached the age of 38. Neelofa's parents are Mohd Noor (father) and Datin Noor Kartini Noor Mohamed (mother). She also has a step father, Dato' Abdul Halim Khan Lall Khan, as well. Neelofa has nine siblings which are three brothers and six sisters, Sara Dinna, Noor Nabila, Noor Nellisa, Mohd Aqief, Putri Nur Athira, Nur Athisha, Nur Ameera, Mohamed Faliq and Mohamed Firdaus. Noor Neelofa is the second youngest daughter of another parent. She had married with Muhammad Haris Mohd Ismail or PU Riz as he is known on March 27, 2021. As the third child of nine siblings, she inherits her mother's beauty, who has Pakistan and Arab blood. She first appeared on screen in 2010/2011, when she was crowned Miss Teen Malaysia. Neelofa studied at MARA Langkawi's Maktab Rendah Sains and received excellent results. She studied and took A Levels at KDU University College for two years after graduating (June 2007 – June 2009). Her ambition was to continue her education in the United States of America, but her family was opposed to her decision. Neelofa then went on to Sunway University to study Bachelor of International Business and Marketing. Sunway University College awarded her a Bachelor of International Trade and Marketing degree. She competed in the Dewi Remaja beauty queen competition and won the title of Dewi Remaja 2009/10, which was organized by the Malaysian teen magazine Remaja. With a background in business, she went on to work in projects such as contact lenses, healthy drinks, and little gigs before launching Naelofar Hijab.

She is a Malaysian actor, host, model, and TV presenter with 1.4 million Facebook likes and 5.4 million Instagram followers, with the numbers increasing by the day. MeleTOP, a Malaysian television program broadcast by Astro Ria, is also hosted by Neelofa. She announced in the series that she will leave her role as host after exactly 8 years in December 2019. On the other hand, on December 8, 2017, Air Asia appointed Neelofa as its new non-executive independent director. Tony Fernandes, the Air Asia Group's Chief Executive Officer, described Neelofa as “super smart, young, and independent”. She resigned as director on August 19, 2019, due to other personal commitments. Before starting her hijab brand, Naelofar Hijab, which is sold via Selangor online and retail stores and distributors in Malaysia and Singapore, Neelofa was