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EXECUTIVE SUMMARY

Starglam Hijab is a boutique which has been opened at Taman Perindustrian Jaya, Petaling Jaya, Selangor. It is planned to open because we want to sell premium hijabs, inner scarf, brooches, and anything involved with the wearing of hijabs like accessories in a variety of types with powerful design to meet the demand of many women out there. We also provide a very high quality of material with extra quality of services where we provide the service of making hijab as what customers want with our brand. The idea of where the name of our boutique came from is we want our customer to shine like a beautiful stars and look glam whenever they are wearing our Hijab or any product from our brand. Most of our Hijab that we produce a really suitable in every situation especially when customer wants to wear it to any important event and it is really suitable for high income woman because we only produce hijab with high quality of material that is why our Hijab are premium.

1.0 INTRODUCTION

1.1 Company Background and Business Structure

1.1.1 Company Background

Starglam Hijab is a beginner hijab brand company in Malaysia. We established on 19 April 2020 which is one month after the first lockdown date in Malaysia happened (18 March 2020). Our founder of Starglam Hijab is Mrs Nurul Najwa Binti Shaari who graduated with a Bachelor of Fashion Design in Universiti Teknologi MARA. She has always wanted to open her own business and she had plan to open a company that produce hijab products for Muslim women to wear.

It is a little bit hard for her to start her business career as she would need to have enough money for the business capital and staff that can help to run the business. Nonetheless, she figures out what to do and she manages to hire staff for each job position in the company. Those staff are all specialized and graduated in those positions assigned to them. All of them are alumni of UiTM. As the pandemic Covid-19 happened, many fresh graduates are jobless, so they assume that this is a good opportunity for them to start their career and Mrs Nurul Najwa had managed to get the capital to open the company. Now, Starglam Hijab has been operated for one year and 2 months. Starglam Hijab is working to realize our vision and mission.

Starglam Hijab is located at Lot 124, Jalan PJU 1A/7, Taman Perindustrian Jaya, 47301, Petaling Jaya, Selangor. It is a corporation type of business organization where Mrs Nurul Najwa Binti Shaari is the owner of business while the others are the board of directors that controls and manage the activities to run the business company. We sell some product lines such as shawl scarf, square scarf, brooches, inner scarf, and also custom-made scarf where customers can custom the design of a scarf (the pattern printed or additional accessories, eg. embroidery) according to their choices. The price of our products is reasonable according to its pattern and quality. We choose our logo and company's name as Starglam Hijab to symbolize we are doing business in hijab products that are of good quality that can make our customers feel confident and give the vibes of a beautiful star by wearing our products.