



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

GROUP ASSIGNMENT

Prepared by:

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Prepared for:

MADAM NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

We would like to express our sincere gratitude to everyone who helped us in completing this Principle of entrepreneurship assignment for ENT530. All their support has helped us a lot in understanding and enhancing the content of this assignment.

First and foremost, we are truly grateful to Allah s.w.t for granting us the opportunity to gain the knowledge from this assignment. We are thankful for His blessings and guidance throughout this academic journey, which has helped us understand the elements in this assignment.

Next, we would also like to show appreciation to our lecturer Madam Norfazlina Binti Ghazali for the knowledge and guidance she has shown to us throughout this assignment. The advice and feedback given have undoubtedly helped us in understanding the incentive needed to improve the quality of this assignment.

Lastly, we are grateful to our family and fellow friends, who have mentally and spiritually helped and encouraged us in this academic journey via directly or indirectly. Their support, ideas, companionship, and constant motivation contributed a lot throughout this journey. With their existence we were fueled with the determination to overcome the challenges We face in life to continue and complete this assignment.

Overall, we are very thankful to all those who have played a significant role in the completion of this assignment. With no support and help the competence of this assignment would never happen.

EXECUTIVE SUMMARY

For the Purpose of understand this assignment we have establish our business De Loeva Abaya. we plan it to be an inspiring Malaysian abaya store that aims to become the top choice and well-known destination for premium abayas in the country. Our mission is to provide exceptional customer service and deliver abayas that combine traditional craftsmanship with modern style. We strive to empower women to embrace their individuality and express their personal fashion statements through our carefully curated collection.

Our vision is to be a trusted provider of high-quality abayas, offering a diverse range of elegant and fashionable designs that inspire confidence and celebrate modesty. We recognize the growing demand for modest clothing within the clothing economy, and we aim to cater to the needs of the modest community in Malaysia while also appealing to non-Muslim customers who appreciate the elegance and versatility of our abayas.

Here at De Loeva Abaya, we have carefully selected the best supplier and tailors from Dubai to custom make our original design abayas, creating a unique blend of femininity and sophistication. Our focus extends beyond personal fashion, as we also aim to capture the attention of families, friends, and coworkers who may be interested in our abayas for various occasions, including festive seasons and weddings.

To reach our target market, working women who are seeking a change in their fashion style, we will primarily utilize Facebook as our main marketing platform. With its wide user base and effective targeting options, we aim to attract our desired audience and create a strong online presence in the country.

In summary, De Loeva Abaya seeks to establish itself as a leading abaya store in Malaysia, offering exceptional customer service and premium abayas that reflect the unique style and individuality of our customers. By combining traditional craftsmanship with modern designs, we aim to inspire confidence, celebrate modesty, and empower women to express themselves through fashion.

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GO-ECOMMERCE REGISTRATION



NURALIA NATASHA BINTI ABDUL HALIM

Personal Information

Name	: NURALIA NATASHA BINTI ABUL HALIM	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	:	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information

[Add New](#)

UTM Puncak Alam - ENT530-PRINCIPLES OF ENT

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam 42300 Bandar Puncak Alam, Selangor.	City	: Puncak Alam	
District of Institution	: Kuala Selangor	Postcode	: 42300	
Level of Study	: Bachelor Degree	Study Status	: Full time	
Course Name	: ENT530-PRINCIPLES OF ENT	Class Name	: Dsta eUshawan	Edit Delete
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	: 2023	
Month Enrolling the Subject	: 3	Lecturer Name	: Norfazlina Ghazali	
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2025	Expected Month To Complete Study	: 1	
Related To Study Field	: Yes			

Have you updated your sales today? Update your sales regularly to collect more points!



ARIF DARWISH
LAMRY BIN IBRAHIM

Personal Information

Name	: ARIF DARWISH LAMRY BIN IBRAHIM	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	
Personal Facebook	:	Race	: Malay	
Gender	: Male	Special Need Required	: No	
Marital Status	: Single			

Institution Information

[Add New](#)

UTM Puncak Alam - ENT5304

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Kampus Puncak Alam 42300 Bandar Puncak Alam, Selangor.	City	: Puncak Alam	
District of Institution	: Kuala Selangor	Postcode	: 42300	
Level of Study	: Bachelor Degree	Study Status	: Full time	
Course Name	: ENT5304	Class Name	: ENT530	Edit Delete
Subject Name	: ENT5304	Year Enrolling the subject	: 2023	
Month Enrolling the Subject	: 3	Lecturer Name	: Norfazlina Ghazali	
Internship Enrollment	: Yes	Year Of Internship Enrollment	: 2023	
Month of Internship Enrollment	: March	Period of Internship Training	: 6 Months	
Expected Year To Complete Study	: 2025	Expected Month To Complete Study	: 9	
Related To Study Field	: Yes			

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July 14, 2023 20: 09: 41

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Draft

In Process

Query

Approved/Reject

Cancel/Discard

Incentive

Ref. No	Business Name	Status	Update Date	Action
EB-A2023071300954	DE LOEVA ABAYA	In Process	14/07/2023 05:07:35 PM	

Showing 1 to 1 of 1


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No. Pelajar : 2022864566
 Nama : NURALIA NATASHA BINTI ABDUL HALIM
 Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
 Fakulti : Faculty of Business & Management
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
 Tempoh Berniaga :
 No. Pendaftaran Perniagaan :
 URL Perniagaan : <https://www.facebook.com/LOEVAABAYA?mibextid=LQQJ4d>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 12 Jul 2023
 Tarikh Kemaskini :
 Tarikh Cetak : 12 Jul 2023

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 Malaysian Academy of SME & Entrepreneurship Development (MASMED)


UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022800746
 Nama : AFIQ DARWISH LAMRY BIN IBRAHIM
 Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
 Fakulti : Faculty of Business & Management
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
 Bidang Perniagaan yg diceburi : Pakaian dan Kelengkapan
 Tempoh Berniaga :
 No. Pendaftaran Perniagaan :
 URL Perniagaan : <https://www.facebook.com/LOEVAABAYA>
 Alamat Premis Perniagaan :
 Tarikh Mendaftar : 12 Jul 2023
 Tarikh Kemaskini :
 Tarikh Cetak : 12 Jul 2023

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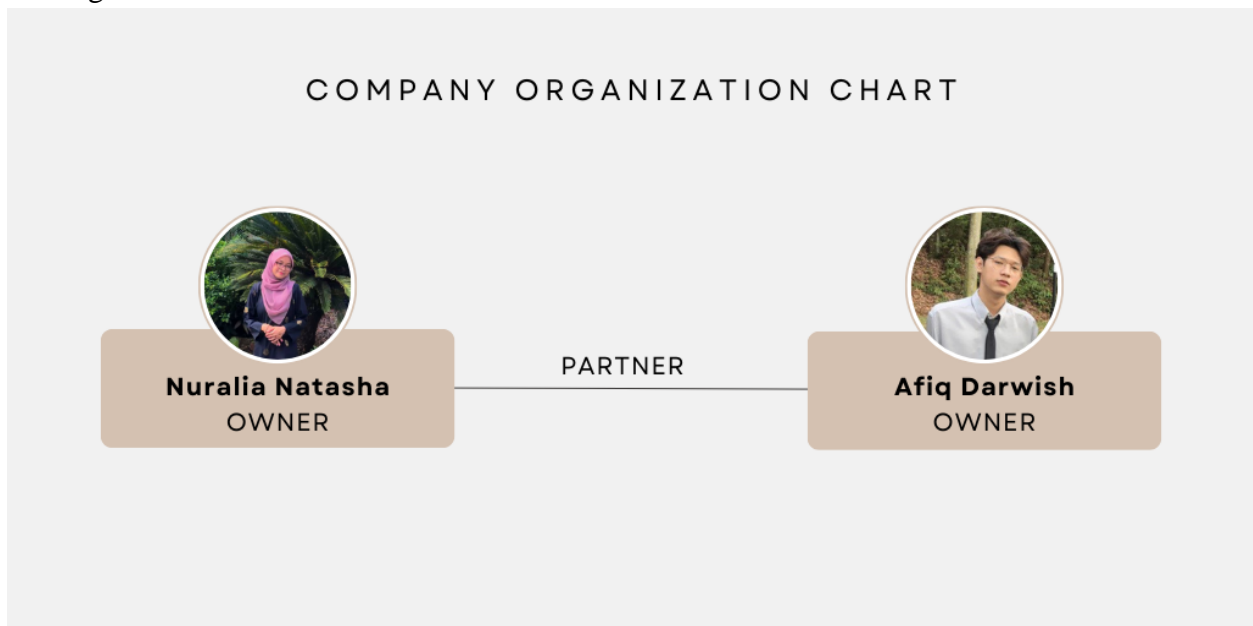
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INTRODUCTION OF BUSINESS

1.1 Name and address of business

LOGO	BUSINESS NAME	ADDRESS
	DE LOEVA ABAYA	

1.2 Organizational chart



1.3 Mission / vision

We have decided to set a mission and vision for our business as a tool to measure our growth to the target we desire to achieve.

Mission:

Our mission is to be a Malaysian top choice & well-known Abaya store in Malaysia, providing exceptional customer service and delivering premium abayas that combine traditional craftsmanship with modern style. We aim to empower women to embrace their individuality and express their personal fashion statements through our carefully curated collection.

Vision:

To be a trusted provider of high-quality abayas, offering a diverse range of elegant and fashionable designs that inspire confidence and celebrate modesty.

1.4 Description of products / services

De Loeva Abaya was inspired by the modest community that has been growing rapidly through the years in the clothing economy. De Loeva Abaya wanted to create a modest, elegant, and confident Muslimah among the people in Malaysia. Our abaya is also open for those who are not Muslim and uses our abaya to celebrate any festive season or wedding.

We chose the best seller in Dubai to custom make our original design abaya to create more feminism. De Loeva Abaya also aimed at their family which caught the attention of friends and coworkers. Facebook will be our main marketing space to attract working women that want to change their fashion style.

1.5 Price list

We have launched a collection line of Abaya from 7 unique and dazzling color choices.

Product	Name	Price
	ALEEYA ABAYA COLLECTION (BLACK)	RM 189
	ALEEYA ABAYA COLLECTION (BROWN)	RM 189

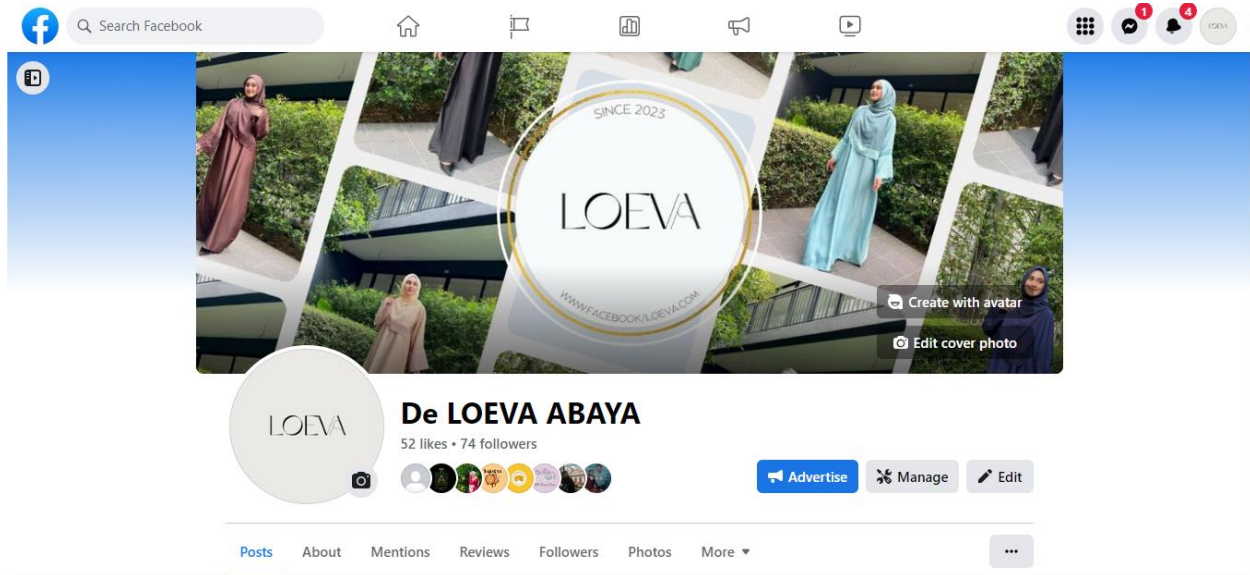
	<p>ALEEYA ABAYA COLLECTION (GREEN)</p>	<p>RM 189</p>
	<p>ALEEYA ABAYA COLLECTION (BLUE)</p>	<p>RM 189</p>

	<p>ALEEYA ABAYA COLLECTION (GRAY)</p>	<p>RM 189</p>
	<p>ALEEYA ABAYA COLLECTION (TURQUOISE)</p>	<p>RM 189</p>

	<p>ALEEYA ABAYA COLLECTION (CREAM)</p>	<p>RM 189</p>
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2. FACEBOOK

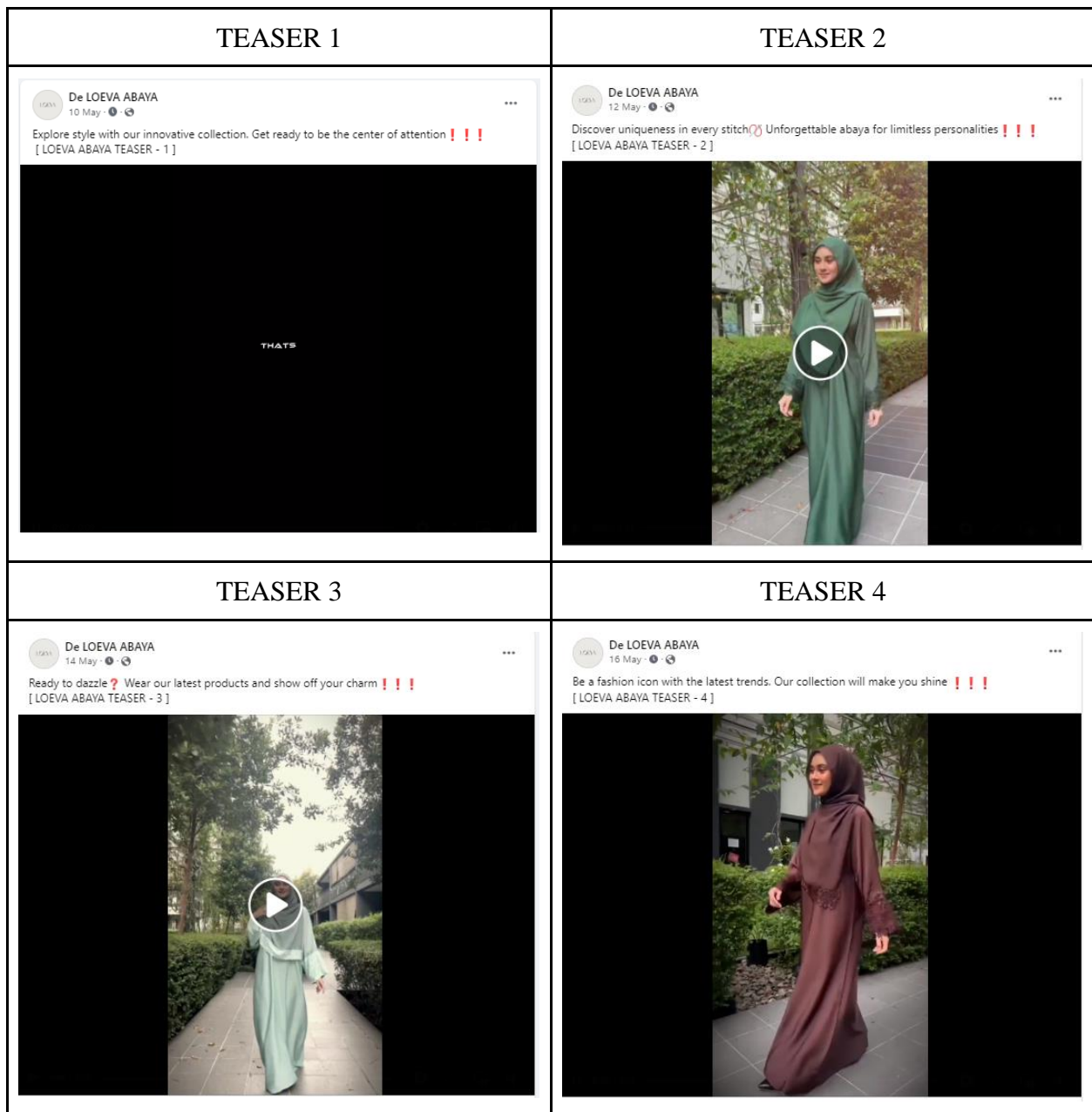
2.1 Creating Facebook (FB) page.



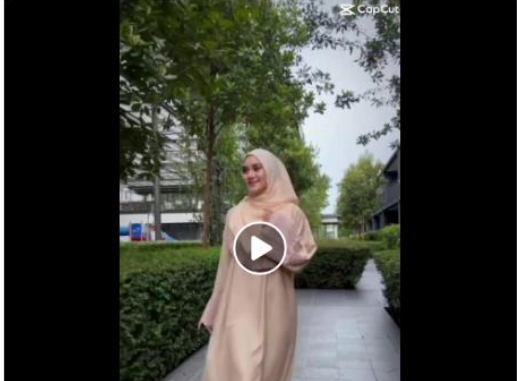



2.2 Customizing URL Facebook (FB) page

Facebook business page custom link: <https://www.facebook.com/LOEVAABAYA>

2.3 Facebook (FB) post – Teaser



2.4 Facebook (FB) post – Copywriting (Hard sell)

<p>Hard sell 1</p> <p>De LOEVA ABAYA 18 May · 🌐 · 📍</p> <p>Style that brightens your days. Get our finest clothing and make a statement ! IT'S HERE 🌟 We're excited to announce that our Abayas has just launched. What are you waiting for ???Grab it quickly before runs out!!! 🌟 IT'S HERE 🌟 🌟 Our Newest Product ALEEYA Abaya 🌟 🌟 Ready stocked 🌟 Available in 7 stunning colors 🌟 Perfect for celebrating festive season 🌟 Symbol of status, sophistication, and discerning taste 🌟 Muslimah friendly design, adheres to modest dress code requirements Feel free to contact us to make your purchase 📞 Feel free to contact us to make your purchase 📞</p> 	<p>Hard sell 9</p> <p>De LOEVA ABAYA 2 Jun · 🌐</p> <p>[LOEVA ALEEYA ABAYA COLLECTION Turquoise] Last chance to save big! Take advantage of our early month sale and get up to 30% off on our second selecte... See more</p> 
<p>Hard sell 2</p> <p>De LOEVA ABAYA 20 May · 🌐 · 📍</p> <p>Discover true style with unwavering comfort. Our latest clothing line is here, bringing together fashion and comfort in perfect harmony. Get ready to shine like never before with our trendsetting Abayas, designed to make a bold statement while ensuring great comfort. As fellow student 🎓 we understand the importance of feeling and looking your best. That's why we've carefully prepare a collection of Abayas that fit a student comfort. !!! IT'S HERE 🌟 🌟 Our Newest Product AL... See more</p> 	<p>Hard sell 10</p> <p>De LOEVA ABAYA 5 June · 🌐 · 📍</p> <p>[LOEVA ALEEYA ABAYA COLLECTION - Cream] Upgrade your style with our premium Abayas. Order today and receive a free hijab to complete your look.</p> 


Hard sell 3

De LOEVA ABAYA
22 May · 🌐 · 📍

Uncompromising quality, captivating designs, and a commitment to your best look – that's what sets our products apart. Discover a world where fashion meets excellence and where every detail is carefully curated to bring out your unique style.

At De LOEVA ABAYA, we believe that fashion should never be about settling for less. That's why we go above and beyond to find the best materials with skilled tailor to create our Abayas that are truly exceptional! 🎯🎯🎯

👉 Our Newest Product ... See more



Hard sell 11

De LOEVA ABAYA
1 Jul · 🌐

Thank you to everyone who joined the Hari Raya Aidil Adha promotion slot 🙏
We appreciate every purchase from all our supportive customers.
We are official out of stock BUT DON'T WORRY WE WILL BE BACK WITH MORE !!!

Sorry, this item is out of stock



Hard sell 4

De LOEVA ABAYA
23 May · 🌐 · 📍

[LOEVA ALEEYA ABAYA COLLECTION DEBUT - BLACK👤]
IT'S HERE 🙌

- 👉 Our Newest Product ALEEYA Abaya 🙌
- 🔴 Ready stocked
- 🔴 Available in 7 stunning colors
- 🔴 Perfect for celebrating festive season
- 🔴 Symbol of status, sophistication, and discerning taste
- 🔴 Muslimah friendly design, adheres to modest dress code requirements

Feel free to contact us to make your purchase 🙌



Hard sell 12


De LOEVA ABAYA
6 d · 🌐

Hi everyone Today we are happy to officially announce our top seller product after the Hari Raya Aidil Adha sales 🙏
We are truly appreciate every purchase from all our supportive customers.

- 👉 Our Product ALEEYA Abaya is finally back 🙌
- 🔴 Ready stocked
- 🔴 Available in 7 stunning colors
- 🔴 Perfect for celebrating festive season
- 🔴 Symbol of status, sophistication, and discerning taste
- 🔴 Muslimah friendly design, adheres to modest dress code requirements

Lets Look Elegant and Classy in Loeva Abaya 🍷🍷🍷🍷
👉 Shop now at <https://www.facebook.com/LOEVAABAYA> while stock last

BEST SELLER



GET DISCOUNT UP TO 40% OFF FOR SECOND ITEM IN OUR STORE AND WEBSITE

[Shop Now](#)

Hard sell 5

De LOEVA ABAYA
25 May

[LOEVA ALEEYA ABAYA COLLECTION Brown]
OPEN FOR DELIVERY & POSTAGE!
You are far from our area? But want to try these beautiful Abayas from De LOEVA ABAYA? Don't worry we have a postage service available , and we make deliveries around the country.

- 👉 Minimum purchase of 2 Abaya for posting
- 👉 Postage Semenanjung RM8
- 👉 Postage Sabah & Sarawak RM12

IT'S HERE 🌟

- 👉 Our Newest Product ALEEYA Abaya 🌟
- 👉 Ready stocked
- 👉 Available in 7 stunning colors
- 👉 Perfect for celebrating festive season
- 👉 Symbol of status, sophistication, and discerning taste
- 👉 Muslimah friendly design, adheres to modest dress code requirements

Feel free to contact us to make your purchase 📩



Hard sell 13



Hard sell 6

De LOEVA ABAYA
27 May

[LOEVA ALEEYA ABAYA COLLECTION Green]
"Attention our fellow muslimah fashionistas! Our exclusive Abayas are selling out fast. Grab yours now before they're gone forever!"

IT'S HERE 🌟

- 👉 Our Newest Product ALEEYA Abaya 🌟
- 👉 Ready stocked ... See more



Hard sell 14



Hard sell 7

De LOEVA ABAYA
29 May

[LOEVA ALEEYA ABAYA COLLECTION Dark blue]
"Flash sale! For a limited time, enjoy free express shipping on all Abaya orders. Don't wait, place your order now!"
IT'S HERE 🌟
🌟 Our Newest Product ALEEYA Abaya 🌟
📦 Ready stocked ... See more



Hard sell 15

-

Hard sell 8

De LOEVA ABAYA
31 May

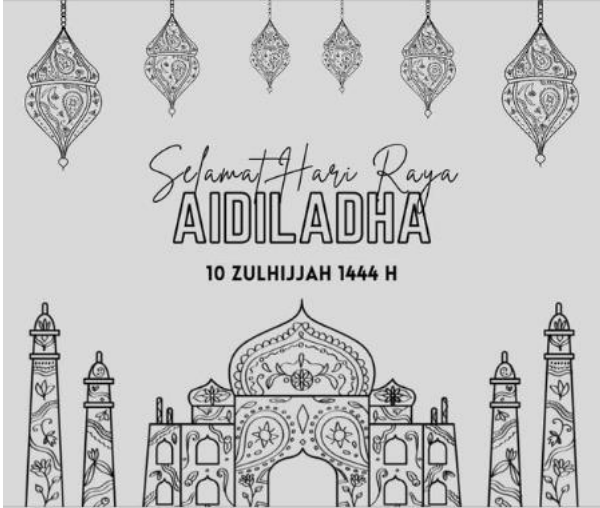
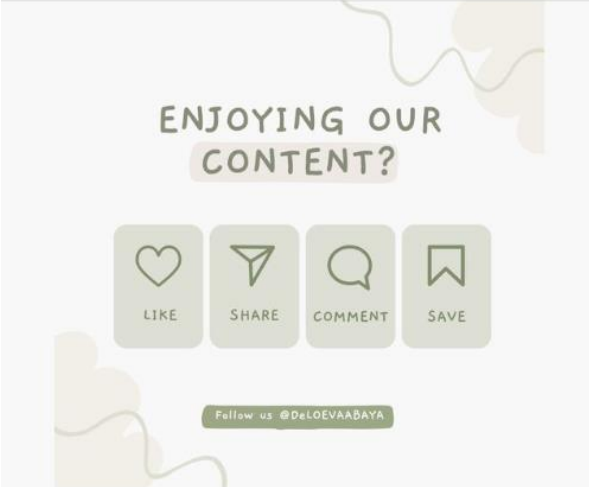

[LOEVA ALEEYA ABAYA COLLECTION Grey]
Exclusive deal alert! Buy any three Abayas and get free one Abaya. Start building your dream wardrobe today.



Hard sell 16

-


2.5 Facebook (FB) post – Copywriting (Soft sell)

<p>Soft sell 1</p>  <p>De LOEVA ABAYA 29 June at 21:22</p> <p>SELAMAT HARI RAYA AIDILADHA We wish you for a festive Hari Raya Aidiladha from us De LOEVA ABAYA Let embrace modesty without compromising on style this festive day wearing our lovely Abayas</p>	<p>Soft sell 9</p>  <p>De LOEVA ABAYA 10 June</p> <p>No matter how much time has passed, you are forever young, beautiful and strong. Dressed modest is a shield that protects, a sword that cuts and a corset that compresses. Keep up with our latest collection and enhance your look in something elegant!</p>
<p>Soft sell 2</p>  <p>De LOEVA ABAYA 28 June at 22:40</p> <p>Join us on this enchanting journey and discover the Abaya that resonates with your soul. Explore our collection, indulge in the magic of our designs, and let the story unfold. Embrace the elegance, celebrate your individuality, and step into a world where tradition and style intertwine harmoniously.</p> <p>DE LOEVA ABAYA Original from Dubai</p> <p>Grab yours today!</p>	<p>Soft sell 10</p>  <p>De LOEVA ABAYA 8 June</p> <p>HEY YOU! YES YOU! Step outside your comfort zone but stay dressed modest! Every muslimah deserves the best look as well as their manner. You are not only a blessing to yourself, but to everyone around you. Keep up for another news from us in near future!</p> <p>WHY ABAYA SHOULD BE YOUR CHOICE @reallygreatsite</p> <ul style="list-style-type: none"> It is a long, loose-fitting gown Abaya is a symbol of piety and devotion Adorned with intricate embellishments It can be worn on formal occasions, such as weddings

Soft sell 3

De LOEVA ABAYA
22 June at 22:59

Inspired by the Malaysian tales of heritage and the diverse beauty of cultures worldwide, we embarked on a quest to craft Abayas that would resonate with women seeking elegance, confidence, and a touch of magic. Each Abaya we create is more than just a garment; it's a vessel that carries the stories of timeless beauty, cherished traditions, and the limitless possibilities that lie ahead.

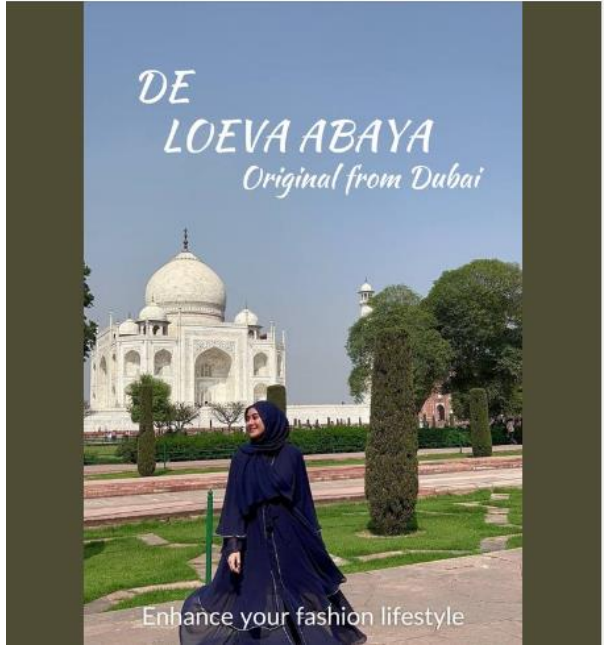


Grab yours today!

Soft sell 11

De LOEVA ABAYA
6 June

Save time and satisfy all your fashion, clothing and accessory needs by visiting these best collection.



Enhance your fashion lifestyle

Soft sell 4

De LOEVA ABAYA
20 June at 22:35

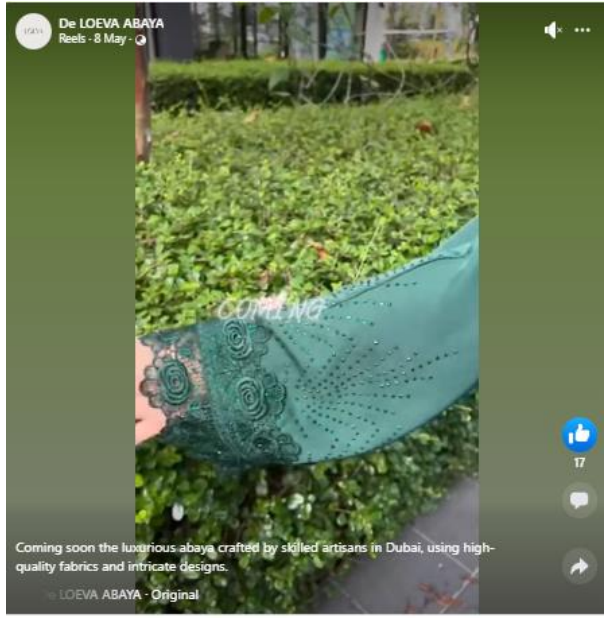
[With every wear, you'll feel the whispers of those who came before you] As women who embraced our femininity, strength, and confidence in the face of a changing world. Our Abayas are the embodiment of this legacy—an invitation for you to create your own narrative, to leave an indelible mark on the pages of fashion history.



ELEVATE YOUR WARDROBE
WITH OUR *Elegant Lifestyle* COLLECTION

Soft sell 12

De LOEVA ABAYA
Reels - 8 May



Coming soon the luxurious abaya crafted by skilled artisans in Dubai, using high-quality fabrics and intricate designs.

De LOEVA ABAYA - Original

Soft sell 5

De LOEVA ABAYA
18 June at 22:30

[Unveiling Elegance]
Embrace the Story of Our Abayas

Our Abayas are designed to empower you, allowing your inner radiance to shine through. As you adorn yourself in one of our masterpieces, you become part of a story—a story that celebrates the elegance of modest fashion while reflecting your unique style and grace.

Welcome to our realm of Abayas, where every stitch tells a tale, and you are the protagonist of your own extraordinary story.

Soft sell 13

De LOEVA ABAYA
8 May

Introducing Our Newest Product ALEEYA Abaya

- Ready stocked
- Available in 7 stunning colors
- Perfect for celebrating festive season
- Symbol of status, sophistication, and discerning taste
- Muslimah friendly design, adheres to modest dress code requirements

Lets Look Elegant and Classy in Loeva Abaya

Shop now at <https://www.facebook.com/LOEVAABAYA> while stock last



Soft sell 6

De LOEVA ABAYA
17 June at 22:33

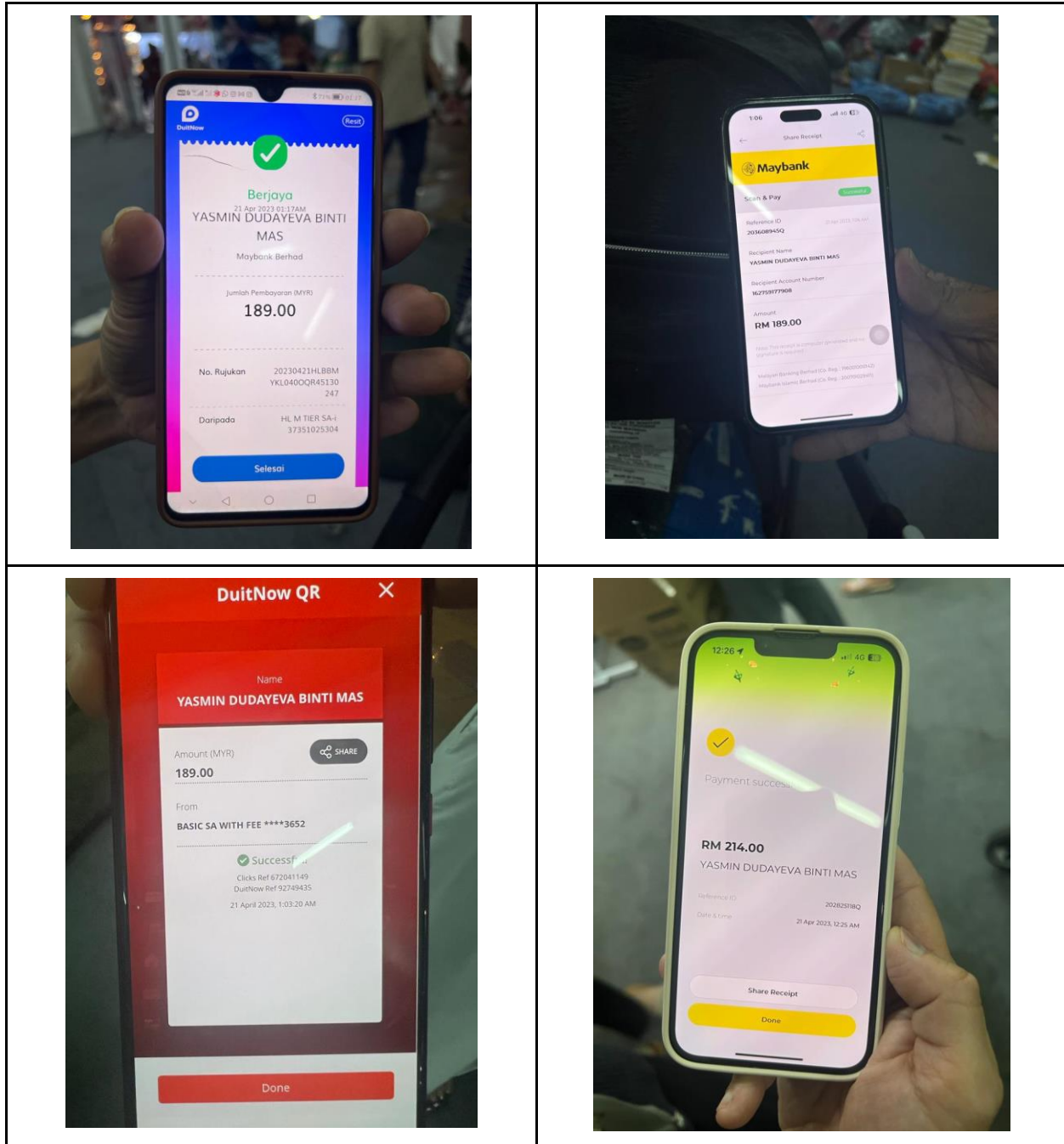
[Step into a world where elegance and tradition blend seamlessly.]
Introducing our exquisite collection of Abayas that weave captivating tales of timeless beauty. Each piece is meticulously crafted, paying homage to the rich heritage of modest fashion. Let us take you on a journey filled with grace, style, and self-expression.

Soft sell 14

-

<p>Soft sell 7</p>	<p>Soft sell 15</p>
<p>De LOEVA ABAYA 15 June at 23:12 · 🌐 · 📍</p> <p>Abu Huraira, The Messenger of Allah, peace and blessings be upon him, said, "The best day on which the sun has risen is Friday. Adam was created on Friday and on it he entered Paradise and on it he was expelled from therein. The Hour will not be established but on Friday." #blessedfriday</p> 	<p>-</p>
<p>Soft sell 8</p>	<p>Soft sell 16</p>
<p>De LOEVA ABAYA 12 June · 🌐 · 📍</p> <p>Dress for the day, not simply what you're wearing and the best way to show love for your outfit is to wear it with pride and smile every day. So don't forget to take your picture with a smile! #abayaislove</p> 	<p>-</p>

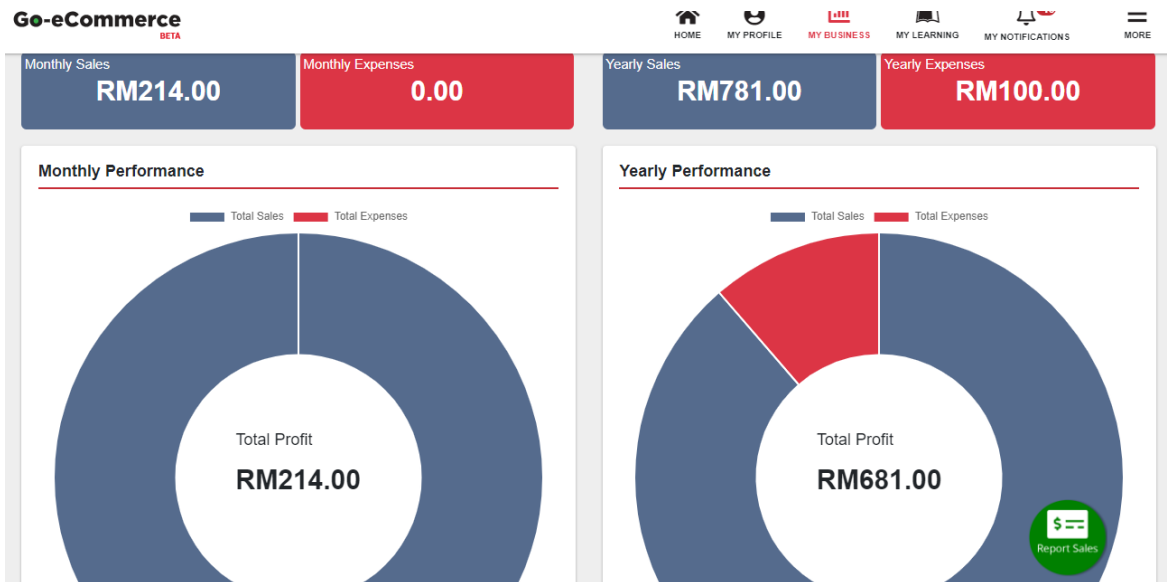
2.6 Relevant Graphics



2.7 Sales Report

Go-eCommerce

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
DE LOEVA ABAYA	18/06/2023	offline			189				FESTIVAL RAMAD PUTRAJAYA 2023	13/07/2023
DE LOEVA ABAYA	18/06/2023	offline			189				FESTIVAL RAMAD PUTRAJAYA 2023	13/07/2023
DE LOEVA ABAYA	13/07/2023	offline			214				FESTIVAL RAMAD PUTRAJAYA 2023	13/07/2023
DE LOEVA ABAYA	18/06/2023	offline			189				FESTIVAL RAMAD PUTRAJAYA 2023	13/07/2023



Conclusion

In conclusion, we believe that our company De Loeva Abaya have the possibility to become a prominent player in the Malaysian abaya market by offering a diverse range of high-quality, stylish, and modest abayas. Our mission to be a top choice and well-known abaya store in Malaysia is driven by our commitment to exceptional customer service and our aim to empower women to embrace their individuality through fashion.

With a focus on combining traditional craftsmanship with modern designs, we aim to cater to the needs of the growing modest community in Malaysia. Additionally, our abayas are not limited to Muslim customers, as they can be embraced by anyone looking for elegant and versatile attire for festive seasons or special occasions.

By using Facebook as our primary marketing platform, we intend to effectively reach our target audience of working women seeking to transform their fashion style. We will build a strong online presence, engaging with customers and showcasing our carefully curated collection of abayas.

De Loeva Abaya's vision to be a trusted provider of high-quality abayas reflects our commitment to delivering products that inspire confidence and celebrate modesty. Through our unique blend of femininity and sophistication, we aim to create a positive impact on the fashion industry and become a go-to destination for those seeking elegant and fashionable abayas in Malaysia.

As we embark on this journey, we are confident that De Loeva Abaya will make significant strides in the abaya market, earning a reputation for our exceptional products, outstanding customer service, and our dedication to empowering women to express their personal fashion statements. We look forward to establishing long-lasting relationships with our customers and contributing to the growth and evolution of the modest fashion industry in Malaysia.