



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



BUSINESS MODEL CANVAS

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EXECUTIVE SUMMARY

YHijabs provide variety type and colours of hijab for the customers such as shawl, scarf and more. Our priorities for our company are customers' satisfaction and the quality of products that we have.

Our target customer is more to residences in Kuching as our location at residence area. Our products are suitable for any ages whether from children to adults in the location. Meanwhile our price of the products also affordable for our customers.

To be acknowledge by the customers, we use 4P strategies which is promotion, product, price and place strategy. We sure that by using this 4P strategies, we can gain our products profit like we planned before and compete with other competitors. This business is in the form of partnership which are consist of two members which are Miss Siti Nur Hidayah, and Miss Melor.

We hope that with all the commitment we have from each of us, we can achieve our company mission which is to become success and well-known in Sarawak as well in Malaysia.

1. INTRODUCTION

1.1 Company Background

The company name is "YHijabs". The idea of creating this name come from the founder of the company itself as 'Y' represents 'Your', which means refers to the customers. Meanwhile, Hijabs already illustrate that the company will provides hijabs as it was hijab-based company. This business focusing on the customer from all classes of people which is from low to high classes customer, young and old customer. It also to provide the latest hijabs and shawls for the customers.

The main activity of this business is selling the product which is shawl and scarf to the customer after taking it from the supplier with an affordable price. It provides various type of shawl and hijab with a good quality material. By having this kind of products, hoping that it will be able to attract more customer to the business. The main product of our business is Pleated Chiffon Shawl. This business is in the form of partnership which are consist of two members which are Miss Siti Nur Hidayah, and Miss Melor.

This business is located at G-MA01, Vivacity Megamall, Jalan Wan Alwi, 93350, Kuching, Sarawak. The location that we chose to locate our business is a very strategic location place since Vivacity is the most popular mall in Kuching which approximately visited by customer around 10,000 per day. So, we can see that there is a bright and higher chance for us to success in this business due to the customer that comes to Vivacity Megamall.

The business has been registered on 20 March 2020 and start on 25 March 2020. It opened from 9 a.m to 9 p.m daily. It will be closed during festive season such as Hari Raya, Chinese New Year and Hari Gawai. The company also running an online business and shopping as it is easy to reach and access the customer. It was by having the Facebook and Instagram account to run this business. The customers can purchase directly at store or through online, where they could reach YHijabs on Facebook page.

The future prospect of the company is to become one of the well-known and biggest hijab business in Kuching, one of the Bumiputras business that success in Malaysia. We also aiming to deliver and provide the best product that can fulfill the customer demand.