



اَوْنِيْفُوْسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
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**FACULTY: FACULTY OF ART AND DESIGN**

**COURSE: FINE ART**

**SEMESTER: SEMESTER 4**

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## **EXECUTIVE SUMMARY**

**An entrepreneur is someone who takes on an entrepreneurial venture to create something new that solves a problem; small business ownership and franchising are also entrepreneurial options. The venture could be for profit or not for profit, depending on the problem it intends to solve. Entrepreneurs can remain in a full-time job while pursuing their ideas on the side, in order to mitigate risk. On the opposite end of the spectrum, entrepreneurs can take on lifestyle ventures and become serial entrepreneurs. There are many factors driving the growth of entrepreneurship, including employment instability, motivation to create something new, financial factors and free time associated with retirement, and the greater acceptance of entrepreneurship as a career choice.**

## BUSINESS DESCRIPTION

### -COMPANY BACKGROUND

Naelofar Hijab is a brand under NH Prima International, a company founded by the Kelantanese beauty and her sister Noor Nabila. The move into the hijab business came after Neelofa's personal transformation and her decision to don the tudung in 2014. Since its establishment in 2014, Naelofar Hijab has produced more than 80 collections of tudung, most of which are sold out within minutes of their launches. The brand strives to be different from other homegrown hijab brands by reinventing the image of the hijab to one that is chic, modern, practical and hassle-free for confident women.

### -FOUNDER BACKGROUND

Noor Neelofa Mohd Noor<sup>[1]</sup> (born 10 February 1989) is a Malaysian actress, television presenter, commercial model and entrepreneur. She rose to fame when participated in a beauty queen competition, Dewi Remaja, winning the Dewi Remaja 2009/10 title organised by the Malaysian teen magazine, Remaja. She received her Bachelor International Trade and Marketing education at Sunway University College.<sup>[2]</sup> Neelofa was named amongst 'Forbes 30 Under 30 Asia' in 2017.<sup>[3]</sup> Beyond her entertainment career, she has been involved in multiple business ventures and launched Naelofar Hijab.

### -COMPANY INFORMATION

Company's Name	Naelofar Hijab
Address	No 16, 16-1, 16-2, Jalan Wan Kadir 4, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Malaysia
Business Action	This company offers various shawls and hijabs for women seeking modest head covering
Company's Owner	Noor Neelofa Binti Mohd Noor
Business Number	+60 3772-50515
Email	info@nhprima.com.my
Social Media	Website : <a href="http://www.naelofarhijab.com/">http://www.naelofarhijab.com/</a> facebook <a href="https://www.facebook.com/naelofarhijabofficial">https://www.facebook.com/naelofarhijabofficial</a> instagram <a href="https://www.instagram.com/naelofarhijab">https://www.instagram.com/naelofarhijab</a>

Year Of Starting Business	2014
Operation Hours	6PM (Monday-Friday)
General Informtion	This company offers various shawls and hijabs for women seeking modest head covering

#### -PRODUCT AND SERVICES

The privileged of this company is that they are using a high quality material in order to makes their buyers felt comfy when using their product.

1	Square
2	Shawl
3	Instant
4	Semi-Instant
5	Accessories

#### -COMPANY VISION

To produce headscarves that are practical with well-thought designs to ensure our customers spend minimal time when putting on the headscarves.

#### -COMPANY MISSION

To produce headscarves in premium quality by selecting only the best quality material and embellishments.