



FUNDAMENTALS OF ENTREPRENEURSHIP (ENT 300)

هبة
hijab™

CASE STUDY

Noor Neelofa Bt Mohd Noor

&

NH Prima International Sdn Bhd

FACULTY & PROGRAMME :

FACULTY OF COMPUTER AND SCIENCE MATHEMATICAL

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EXECUTIVE SUMMARY

The main goal of this case study is to introduce students to real-world business. Students can use these case study to learn and understand more about a particular scenario, such as a person, business, or organization. For this case study, I researched the firms I selected carefully and identified the business background as well as the entrepreneur. NH Prima Sdn Bhd is the name of the company I choose, and the founder of the company is Noor Neelofa Mohd Noor. The company's mission is to produce premium quality covers using only the best materials and decorations. NH Prima Sdn Bhd is a scarf manufacturing company in partnership with Swarovski, the world's largest jewelry and accessories brand company. The company team always listens to their customers' feedback to produce something affordable while maintaining product quality.

Furthermore, this company also has a large number of legitimate distribution channels, including naelofar.com, Shopee, Luxe Boutique TTDI, 1 Utama, Isetan KLCC, SOGO KL, and over 500 Authorized Stockists globally. The company's main office is located at 34, Jalan Wan Kadir 3, Taman Tun Dr Ismail, Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. Their first product is opened in TTDI Plaza in January 2015 and their business store located at TTDI Plaza, 2A, Jalan Wan Kadir 3, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

Meanwhile, the brand name of the product is Naelofar Hijab. The main products of this company are instant scarves, shawls and other headgear such as turbans. This headgear comes in a variety of designs and colors, it is combined with premium jewelry and accessory brands known as Swarovski. The headgear also comes with a regular design. Naelofar Hijab produces premium quality hijabs that are easy to wear and comfortable for customers. The interesting fact about this brand is, the name of the veil comes from the names of flowers like Duchess, Bell and Fiona. Not only that, their company also provides an online website to buy various designs of lids and deliver them in 3 to 5 working days.

ENTREPRENEUR PROFILE

1.1 Entrepreneur background



Noor Neelofa binti Mohd Noor, popularly known as Neelofa is an Malaysian actress who was born in Pasir Mas, Kelantan to Mohd Noor and Noor Kartini. As the third child of nine siblings, she gained her mother's beauty who is have Pakistani and Arab blood. She made her first appearance in the film in 2010/2011, after winning Miss Teen Malaysia. Neelofa studied MARA Langkawi Junior College of Science and succeeded in her studies. After graduation, he spent two years at KDU University College studying and taking A Levels (June 2007 - June 2009). Her dream was to continue her education in the United States, but her family was against her ambitions. Neelofa then pursued a Bachelor of International Business & Marketing at Sunway University. She did not complete her degree because she participated in the Teen Goddess beauty pageant at the same time, and she won the Teen Goddess title 2009/10, organized by Malaysia Teen magazine.

She earned his Master's education in International Trade and Marketing at Sunway University College. With her background in business studies, she was later involved in endeavours involving contact lenses, nutritious drinks, and small shows before Naelofar Hijab was launched. Neelofa took an impassable road when she founded Naelofar Hijab when she longed for something more sustainable. She spotted a gap in the market for modest clothing and came up with an amazing solution. She launched her own brand of stylish, affordable headscarves for women of all ages in 2014. She believes that having her own business is a smart move since she knows that being a star won't last forever. Being a celebrity in the entertainment industry helps her to promote her products and define herself as a brand.

1.2 Background of business

It started in 2014 when two sisters, Neelofa and Nabila decided to sell hijabs among family members, friends, and fans. At this point, Neelofa underwent a personal transformation by wearing a simple hijab, and everyone talked about her and praised her for making a personal change. Over the years, online businesses and social media have begun to attract businesses to sell online.

In 2019, Naelofar Hijab emerged and produced more than 80 collections of hijabs and offers a wide range of collections with expertise and limited editions. The business was successful, most of the products sold out within minutes of its launch. A large number of products are promoted and sold through Instagram which attracts a large number of fans to own Neelofa's favorites. He has 5.8 million followers on Instagram (as of March 1, 2019) and his number continues to grow every day. Every time she appears on screen, her fans are very fond of her style, her performances, her clothes, her socializing and are so obsessed with her lifestyle and relationships.

NH's flagship product and popular brand is Naelofar Hijab, which offers a wide range of hijabs, including the Lofa range, young forever, Tania, Dear Love, Layla, Jemima, Nour, and Ameera. This product focuses on stylish, innovative, elegant, sophisticated and casual styles. The company appoints many legitimate stockists. The company is more of an online business rather than focusing on owning its own store. In 2016, only a few stores opened in shopping malls such as in Isetan and Parkson, in Kuala Lumpur.

The first NH stockist opened in KL in 2014 and was followed by the opening of stockists in various states in Malaysia. In early 2017 NH was a company spread widely in Malaysia and around the world for more than 38 countries including Brunei, Indonesia, Singapore, Australia, United Arab Emirates, United States, United Kingdom and Europe. It has about 300 authorized stockists in Malaysia, Singapore, Indonesia, and Brunei. NH also increased sales at various bazaar stalls and fashion shows throughout Malaysia, and several other divisions internationally, such as at the Milan Fashion Show / Fashion Week 2019.