



اَوْنُوْرُسِيْتِيْ تِيْكُوْلُوْ كِيْ مَارَا
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HIJAB INNER BY AAH

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EXECUTIVE SUMMARY

This report provides business details about Hijab Inner by AAH that need to be conducted through online platforms. The platform I have been using to perform this business is Facebook because it helps to expand more audience from many geographic and people around Malaysia.

Hijab Inner by AAH is an online business that sells inner scarf or known as hijab inner for women who are wearing hijab. It is important for women to choose the right material for the inside to stay comfortable throughout the day especially for those who are suffering from migraine. Furthermore, this online business is based in Rawang, Selangor.

It is necessary for Hijab Inner by AAH to choose the right material for their inners since our target market is every woman who wears hijab especially women who really need to use the right material because they have migraines. Therefore, we choose the best material to serve our customers at our best even in our first baby step. We are well aware of competitors from branded names such as Naelofar and Alhumaira. Therefore, we choose them as our role model to stay ideal in our customers' hearts by maintaining affordable prices with high quality hijab inner served.

Last but not least, this report contains writing skills for teaser to catch attention from the potential customers. In addition, we are marketing our products through Facebook by using good writing skills in both hard sell and soft sell along with good graphic details.

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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

I chose Hijab Inner by AAH for my business. The reason behind of this decision can be described with two words which are 'simple' and 'direct'. Therefore, it makes easier for customers to search for our name when they want to find inner. My business is small-sized business which focused on fashion and lifestyle. Hijab Inner by AAH sells inner hijab from high quality material. It is important for woman who wears hijab to choose the right material to stay comfortable throughout the day. Furthermore, the right material is necessary for those who suffering from migraine. These people need the right material to stay comfortable for the whole day especially during hot weather in Malaysia. Hijab Inner by AAH is based in Rawang. Customers may visit to our physical shop at 32, Jalan Bandar Rawang 9, Pusat Bandar Rawang, 48000 Rawang, Selangor.

2.2 ORGANIZATIONAL CHART

