



اَوْنَبُوْ سَيِّتِيْ تَيَكْنُوْ لُوْ كِيْ مَارَا  
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**FUNDAMENTALS OF ENTREPRENEURSHIP (ENT300)**

**BUSINESS OPPURTUNITY**

**STELLA HIJAB**

**CLOTHING ACCESSORIES**

**PREPARED BY**

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**GROUP MEMBERS:**

- 1. NORAINA FATIAH BINTI AFFENDI (2017242688)**
- 2. NURUL SYAKIRAH BINTI SAID (2017254986)**
- 3. NURULAIN BINTI BATHIAR (2017247934)**
- 4. SITI ASMIDA BINTI SAIT (2017237832)**

**PREPARED FOR**

**MADAM SITI MARDINAH BINTI ABDUL HAMID**

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## 1.0 EXECUTIVE SUMMARY

In this report, we only focusing on our business plans, matters such as opportunities of the business and how to overcome the problems in the business. Other than that, we also focused on how we make a plan or implementing a strategic plan in our business continuously consumed by the customers. We have chosen Stella Hijab as our main business to observe. After doing some research we have identified several of the problem such as lack of variety of hijab style because customers taste will change time by time. The next problem is high competition with the hijab shop. This is because some of our product sold in the other shop with the lower price so some of customers preferred go to the other shop over Stella Hijab.

We have identified some opportunity for the business which are by used a skilled tailor or hijab designer. By using skilled tailor or hijab designer can attract more customers to our shop because we will come out with new design hijab every month according to the customer demands. The other opportunity is by doing the promotion or sales to the customers. Customers always loves the lower price product with a good quality, that is why our shop have to do this. And Stella Hijab can compete the other shop easily by applying this method.

Next is evaluating the business opportunities that we have identified. The element hat we have considered is recognized customers demand. Customers mostly preferred many choice of hijab and the unique one. Next element of evaluating the capability of the business. As what we conclude most customers like many choice of hijab and our own unique collection so we decided to make it permanent based on the positive response from the customers and also a goof feedback from them. This methods has a great opportunities to gain more profits in the future.

## **2.0 IDENTIFICATION, EVALUATION AND SELECTING A BUSINESS OPPORTUNITY**

### **2.1 STEP 1: IDENTIFYING THE NEEDS AND WANTS OF CUSTOMERS.**

Every customer has their own needs and wants because every level of society has different desire. For instance, the higher income group have more income so that they can spend more on their needs and wants. On the other hand, the lower income group cannot spend much because of their income is low. Therefore, before starting the business we need to identify their needs and wants of the customers so that they can buy the product according to their capability.

#### **2.1.1 PRICE**

Price is the most important element in influenced the customer purchases. Reasonable price affects customer purchases. It is because, if the product is sold at affordable prices, the customer will buy the product and we can attract more customers to buy.

#### **2.1.2 QUALITY**

Quality is critical to satisfying your customers and retaining their loyalty so they continue to buy from you in the future. Quality products make an important contribution to long-term revenue and profitability. They also enable you to charge and maintain higher prices of the product. It is because, the consumers choose to buy the product with a high quality.

#### **2.1.3 SEASONALITY**

It usually caused by weather and holidays/ festivals. Rainy season there tend to have higher demand for umbrellas and raincoats as compared to other time during the year. On the other hand, during the festivals or holiday different products will be demanded at different festive seasons. For instance, during Hari Raya Aidilfitri, traditional Malay cookies and cakes will be highly demanded apart from their clothing. In applying into our business , the hijab usually highly demanded by the Muslim woman during the upcoming Hari Raya celebration.



#### **2.1.4 CONSUMER TASTES**

Every consumer has their own tastes and preference. Nowadays, the consumer behaviour on purchasing the product are likely more influenced by the latest fashion. According to Oxford Dictionary, fashion is defined as "a popular or the latest style of clothing, hair, decoration, or behaviour" or "the production or marketing of new styles of the clothing and accessories". It is clearly showing that fashion is part of day-to-day lives of people all over the world from the very primitive tribes to the people in developed countries. We can see this trend really effect on consumers to spend more for fashion apparels.

As stated above, we decided to open a business that is product oriented and it is relating to the clothing accessories which is hijab. These days, the teenagers especially the Muslim women constantly following the latest fashion on improving their appearance by having different type of hijab. Hijab is one of the accessories for the Muslim women and it is obligatory for them to wear it. So, in convincing them to wear the hijab, we have decided to create the different type of hijab as many as we can so that they will look more beautiful and confident to meet with others.

### **2.2 STEP 2: SCANNING THE ENVIRONMENT AND EVALUATING OF SELF AND THE COMMUNITY**

#### **2.2.1 ENVIRONMENT**

##### **2.2.1.1 POPULATION STRUCTURE**

Population structure means the composition of a population. Looking at the population structure of a place shows how the population is divided up between males and females of difference age groups. Nowadays, the population number of females is higher than the males. So, as the number of females is increasing, the demand for hijab will increase too. It is because the number of females is increasing from year to year. It also can help the business to increase the production of the product. For instance, the demand for hijab is increasing from year to year because the number of females especially the Muslim woman. This can lead to the higher number of production of the hijab.