



اَبُو سَيِّدِي تَكْوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
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TITLE OF GROUP ASSIGMENT 3:

BUSINESS MODEL CANVAS (BMC)

'JAMILAYCE HIJAB'

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PRODUCTION MANAGEMENT ✓

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EXECUTIVE SUMMARY



In this section, we will tell a brief story about the business established or run by us that produces a product known as *Jamilayce Hijab* and even our business is also named as Diyanaz Enterprise company. We choose to produce a product that is an obligation and a need to society, especially women who work or not. The idea came up to produce *Jamilayce Hijab* when all of us Diyanaz Enterprise businessmen are mostly women so it is a problem when these people lack time to get ready and are limited to look beautiful. With this problem then we agreed to produce *Jamilayce Hijab* which is a product known as pinless hijab that is simple, easy, and looks luxurious and beautiful not only that with *Jamilayce Hijab* products they are able to prepare in a short time and look more confident to go through the day- day out there.

Apart from that, this business also only focuses on Muslim women regardless of age whether teenagers or adults to be stylish with our collection of products because it is easy to adapt to match various events and so on. Furthermore, the hijab is also one of the obligations for Muslim women who wear the hijab to cover their aurat, so we also provide various privileges available on our products, namely *Jamilayce Hijab*. Every satisfaction and desire of customers, we will try to meet and provide for their every need in terms of clothing in accordance with Islamic requirements, especially the use of hijab for Muslim women. In addition, Diyanaz Enterprise's business also emphasizes in terms of price so that each product gets responses from various age groups regardless of the social background of a race so we sell it at an affordable price.

However, Diyanaz Enterprise also provides various facilities for customers to get every *Jamilayce Hijab* product. Among them, we provide facilities on every social media platform and Shopee website to make it easier for them to browse no matter where they are to make *Jamilayce Hijab* purchases in addition to online purchases we also provide direct sales to customers if they are close to our business. Overall, we provide a lid product that has its own uniqueness compared to other brands, in fact, we also emphasize the satisfaction of our customers on the products purchased.

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1.0 INTRODUCTION OF BUSINESS

Hijab is actually not a **foreign measure** anymore when heard among every resident of the local community. The wearing of the hijab called the hijab or the name corresponding to it is not a **foreign thing** or difficult to accept in some non-Muslim populations in the region. Wearing the hijab has become a Malay culture women's custom or practice in every country. It is made a part of a woman's job attire as well as her everyday attire. In general, changes in fashion, design, and style, such as hijabs, can be seen from time to time according to the current of modernity that is active now. For example, the fashion and design of the hijab are seen to be very noticeable in terms of various differences such as the hijab having one layer, two layers, and others. Although the change in hijab differences is very significantly shown in the actual wearing of the hijab, this will encourage teenagers in motivating themselves in wearing hijabs.

In addition, in Malaysia, there are various types of brands and hijabs in terms of various designs produced by the founder of the hijab himself. The business run by the founder of '*Jamilayce Hijab*', Shanorma Amiza, together with her company's department, has created or released her idea in terms of the uniqueness in the sale of her hijab. In terms of the brand name, the hijab bawal issued by '*Jamilayce Hijab*' means beautiful, nice, lovely, good, pretty, and fine. Here are the details of *Jamilayce Hijab*: ✓

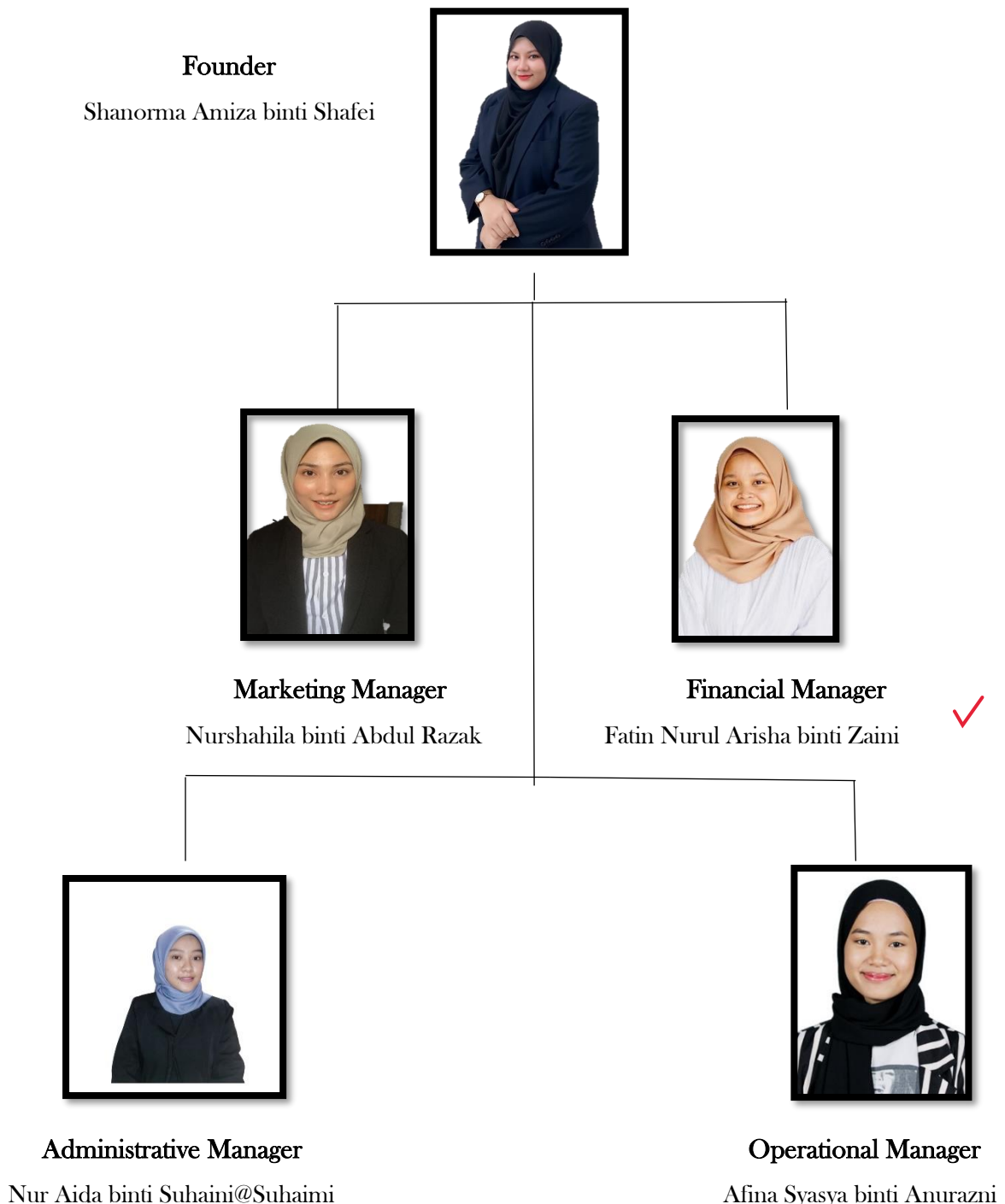


Picture 1: It shows the logo in '*Jamilayce Hijab*'.

BUSINESS NAME	DIYANAZ ENTERPRISE
FOUNDER:	SHANORMA AMIZA BINTI SHAFEI
LOCATION	NO: 27 JALAN SG 9/25, TAMAN SRI GOMBAK 68100 BATU CAVES, SELANGOR DARUL EHSAN
PRODUCT NAME	JAMILAYCE HIJAB

1.1 ORGANIZATIONAL CHART IN DIYANAZ ENTERPRISE

Briefly, teamwork refers to employees working in groups who often work together and undertake new tasks to achieve team goals. A team consists of a combination of a number of individuals who have interdependent competencies in terms of ability, expertise, skills, and knowledge as well as have accountability and commitment to team performance and are willing to perform tasks together. This is an organization chart from Diyanaz Company which is *Jamilayce Hijab*. ✓



1.2 MISSION AND VISION OF 'JAMILAYCE HIJAB'

I. MISSION



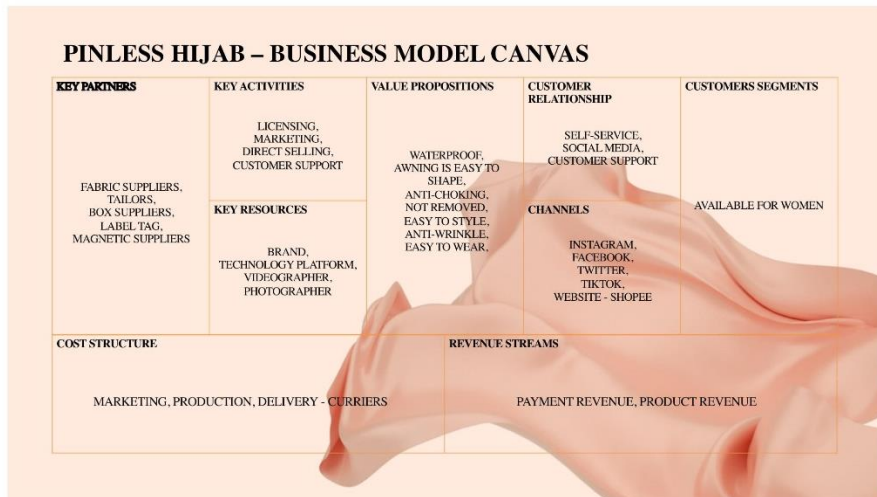
- To expand distribution of Jamilayce Hijab throughout Malaysia
- To provide the best products and services towards customer satisfaction.
- To increase sales volume to four figures within 5 months.

II. VISION

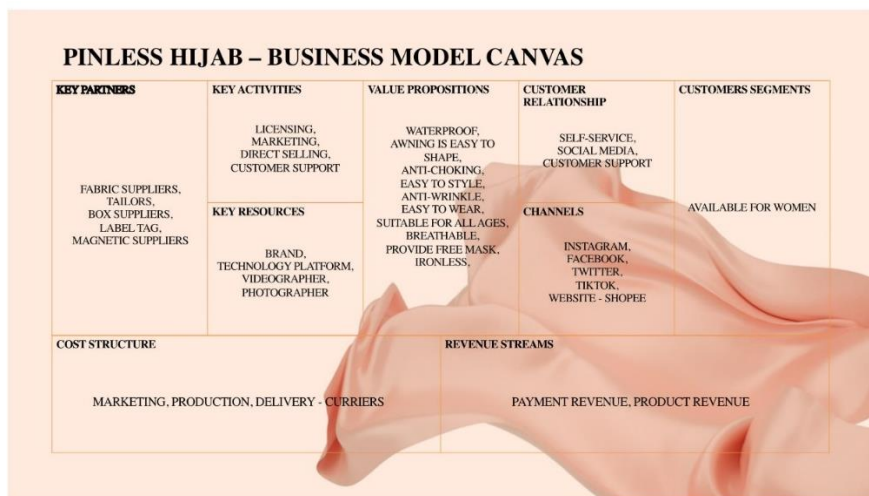
- Becoming to be the best supplier of hijab for the number one choice of women wearing hijabs in Malaysia

2.0 PREPARATION OF BUSINESS MODEL CANVAS (BMC) ✓

This Business Model Canvas (BMC) is better known as a guide or framework for sellers starting a business. This canvas was introduced by Alexander Osterwalder in 2005 based on a business he had run before. Generally, the Business Model Canvas (BMC) describes each piece of information more clearly to what requirements are used and issued for the business. In general, this is an effective strategy in determining where the product or service will go with the elements that are already in it. In this regard, we as a group have prepared a Business Model Canvas (BMC) for the business that we will open, which is the lid business. The Business Model Canvas (BMC) shown below is before, and after making improvements. Among the elements in the Business Model Canvas (BMC) of 'Jamilayce Hijab' are as follows:



Picture 2: Before Business Model Canvas (BMC) of 'Jamilayce Hijab'.



Picture 3: After Business Model Canvas (BMC) of 'Jamilayce Hijab'.

3.0 TARGET CUSTOMER'S PROBLEM/PAIN POINT

Pain points are problems, issues, or challenges those entrepreneurs and businesses are dealing with on a daily basis. These pain points can be materialistic such as no money, no funds, no sales or idealistic. If entrepreneurs recognize the pain points of client is dealing with, they have the opportunity to provide a solution. By creating solutions for these entrepreneurs and businesses, we provide them the option to focus on what they do best, not on struggles on things they cannot fix on their own. Here are the 4 (four) main types of pain points:

- Financial Pain Points
- Productivity Pain Points
- Process Pain Points
- Support Pain Points

By categorizing client pain issues, entrepreneurs may begin to consider how to present their firm or product as a solution to prospects' concerns and what is required to keep them pleased. If our prospect's pain point is mostly financial, we might emphasize the features of our product in the context of a reduced monthly membership plan or emphasize the incentivization of our product. For example, if our prospect's pain point is primarily financial, we could highlight the features of our product within the context of a lower monthly subscription plan or emphasize the increased ROI (Return of Investment) our satisfied customers experience after becoming a client.

Firstly, are financial pain points being some organization or business prospects are spending too much money on their current provider or solution or products and want to reduce their spend. For some businesses, they have absolutely no money or funding. However, others use the term referring to the fact they do not make enough money in their business. Many entrepreneurs never do proper competitor research and their pricing is not competitive for their

products and services. Make sure to know the value of what companies have to offer, what our competitors are charging for, and what the company's ideal client is willing to spend. Based on the article New Straits Times, Vivy Yusof the founder of dUck said, she understands that their scarf is not cheap, but they are not in the luxury market either. As they elevate their brand and introduced new and better products with slightly higher prices, they have also been met with frustrations. However, she was happy and almost all releases have been successful, so although there are complaints on social media, the majority of their customers are buying until they sold out (Syida Lizta, 2017).

Furthermore, some companies' prospects are wasting too much time with their existing provider, solution, or goods, or they want to use their time more efficiently. This category includes all client complaints about wanting to be more efficient or have a more streamlined experience while dealing with businesses. These clients want to make the most of their time, therefore anything that complicates the purchasing process will irritate them.

Next, process pain points are instances where a company's **sub-optimal processes cause friction or pain for customers**. This could be something obvious, such as customers having to sift through numerous pages on a website to find the information they require. Besides that, customers love convenience so they will switch to another brand if they find the buying process too difficult with some companies. In fact, around 75% of people are likely to switch brands if they find the purchasing process too difficult. However, sometimes the process pain points may be less obvious to other companies which is why it is so important to talk to their customers.

Finally, support pain points are instances where clients do not receive assistance during the purchasing process. Customers will go elsewhere if they cannot discover an answer to an urgent topic on websites or receive a prompt response from customer support. Based on an article in New Straits Times, Vivy Yusof a founder of dUck said sometimes it gets hard to

expect customers to be too much because dUck customers notice any small fault they make. In a way, Vivy felt it is because their customers love the brand so much that they don't want to see anything wrong with it or see their quality and service plummet (Syida Lizta, 2017).

3.1 HOW THE PRODUCTS/SERVICE MAY SOLVE THE PROBLEM IDENTIFIED EARLIER. ✓

3.1.1 Financial

Our product is a hijab sale product that has various types of functions that are different from other types of hijabs. According to the value, material, the idea to realize a kind of hijab that has its own uniqueness such as the use of waterproof fabric material and easy to shape the shape of the wearer, anti-wrinkle and not easily choked, suitable for all ages from small to adult. In addition, our products make hijab whose canine type is breathable, without irony, and most of all we provide free facial preparation to those who buy our products. However, we have made appropriate calculations of the materials we have used for our special hijab products by following the prices that can be purchased by the public.

3.1.2 Productivity ✓

Our product is a brand of hijab that has many functions and uniqueness that are not easily found by other brands of hijab. In terms of productivity, hijab from our brand have a uniqueness that needs to be built with care and attention. How to build a quality brand for our hijab requires a lot of time in preparation in terms of choosing materials, design, and quality.

3.1.3 Process ✓

Our hijab products ensure high quality and thoughtful. Not only on the beauty and uniqueness but our products are aimed at the benefits for the wearer of the hijab from our products. Our company designs a hijab product that is different from the others by including material elements that can make our hijab brand can be purchased at a reasonable price according to the materials that have been discussed to be used as a usable material to form a branded hijab from our company.

3.1.4 Support

Our products sell a variety of hijabs that have different functions from other brands of hijabs. So, our company is important to remember that you can't "prove" you can ease your prospect's pain, and what works for one client may not work for another. That's what makes social validation so important when using customer difficulty points in your marketing; word of mouth and user reviews become more convincing when prospects are already convinced your product or service can make their lives better.

4.0 SWOT ANALYSIS IN ‘JAMILAYCE HIJAB’ BETWEEN ‘MY TUDUNG MALAYSIA’ & ‘ASHIQINHIJABCOLLECTION’

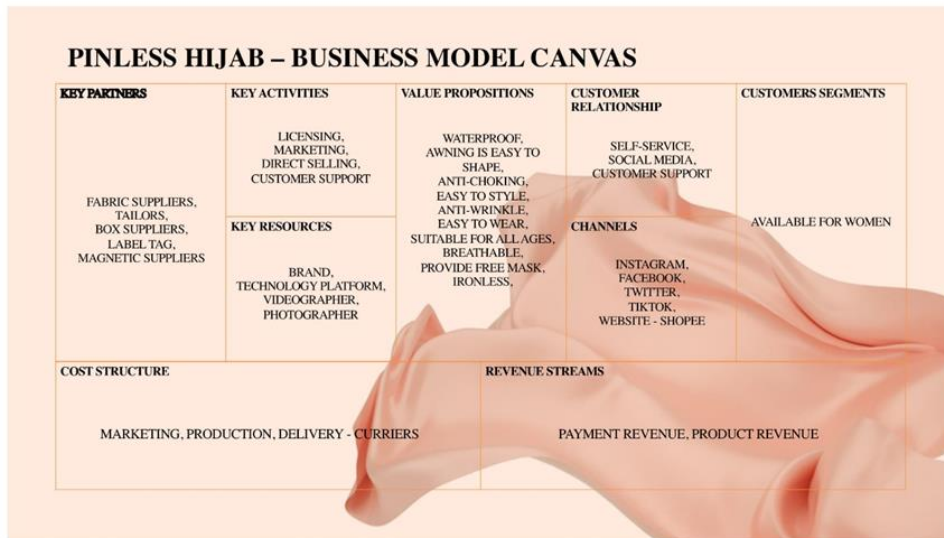
Every business run by an organization must know the *strengths*, *weaknesses*, *opportunities*, and *threats* that will be faced in the business. More clearly, by providing **SWOT analysis**. This **SWOT analysis** is a technique where each business will know all the advantages and disadvantages to organize strategies to expand the existing business to a higher level. Also, we can predict any problems or challenges that will occur in the business.

SWOT ANALYSIS	JAMILAYCE HIJAB	MY TUDUNG MALAYSIA & ASHIQINHIJABCOLLECTION
STRENGTH	<ul style="list-style-type: none"> • Produce a hijab from a given fabric at an affordable price. ✓ • Diversify the types and colors of hijab according to the latest trends. • Have a good team in communicating, and up to date. • Started a hijab business by producing pinless hijab. ✓ 	<ul style="list-style-type: none"> • The strength of these two owners is that their products are easily available to customers by browsing the Shopee platform and social media to get it and even their business has regular customers who will buy their products every time there is a new release. • Their delivery service to customers does not take too long usually the time taken is 2 or 3 days according to working hours. At the same time, they will also give "free gift" to customers who buy a lot of products and repeatedly.
WEAKNESS	<ul style="list-style-type: none"> • The quality of delivery is not good. ✓ • Irregular sales. • The management team does not have enough experience. 	<ul style="list-style-type: none"> • In terms of price because these two businesses sell the same products and materials but sell at different prices and some even make no sense at the set price by their business.

<p>OPPORTUNITIES</p>	<ul style="list-style-type: none"> • Always come up with new uniqueness for every month. • Expand branding throughout Malaysia. • Through the usage of social media, we were able to increase our sales. 	<ul style="list-style-type: none"> • Opening up job opportunities to residents who live close to their business store even their business will also grow rapidly when their business offers agent or dropship services. • Give them a healthy competitive edge to further grow their business to a higher level than the existing one. This is an opportunity that is available when they are trying to produce a product that can meet all the needs of customers.
<p>THREATS</p>	<ul style="list-style-type: none"> • Pandemic Covid-19. • The product was easy to duplicate with other competitors. • High competitor. • Social media sites are easily hacked by others. ✓ 	<ul style="list-style-type: none"> • Pandemic Covid-19 hit the country as little as hit their business operations. ✓ • Many competitors sell the same product but different brands • Difficulty in building your own brand in the veil selling business.

Picture 4: SWOT Of ‘Jamilayce Hijab’ between ‘*My Tudung Malaysia*’ & ‘*Ashiqinhijabcollection*’.

5.0 BUSINESS MODEL CANVAS (BMC) OF ‘JAMILAYCE HIJAB’



Picture 5: Business Model Canvas (BMC) of *Jamilayce Hijab*.

Firstly, are key partners. As we know, these key partners are individuals or organizations that play an important role in helping throughout the business. Examples that have been featured in the Business Model Canvas (BMC) of this lid, are such as *fabric suppliers, tailors, box suppliers, label tags, and magnetic suppliers*. This is an important organization in helping to run the hood product. Next, the key activities for this veil business, we focus on *licensing, marketing, direct selling, and customer support*. As stated, this is a major factor for us to run a business among which this veil business requires licensing to operate in accordance with the correct rules, the second is marketing. Marketing is done to promote every hijab production produced by our business to customers especially women regardless of age. In addition, this business also does direct selling to customers according to customer demand for a product. At the same time, our business also needs customer support to make any improvements to a product that will be released. Followed by key resources are the main resources in the business model canvas are the inputs and key assets of the business that are used to function effectively. The different phases are that we need are *brand, technology platform, videographer, and photographer* all these items are the main resources and requirements in our business to do promotional and advertising activities in public to inform about the existence of our products.

Also, the value propositions that we focus on in the hood business are *waterproof, the awning is easy to shape, anti-choking, easy to style, anti-wrinkle, easy to wear, suitable for all*

ages, breathable, ironless and provide free mask. All of the uniqueness that is laid out is for convenience, and appropriate for today's women. More clearly, these value propositions discuss the uniqueness of each product that is to be sold in order to attract many customers. At the same time, want to satisfy the needs of customers with the offers made by this hijab business. Then there is the customer relationship where every business is established the main thing that needs to be emphasized is the relationship between customers to ensure that each production gets a positive response from all of them to the product or service offered. Therefore, our business will maintain customer satisfaction by offering a variety of attractive offers to ensure the effectiveness and quality of products. In this hijab business, we offer *self-service, social media, and customer support* to ensure production runs smoothly. The main factor we choose this service is to ensure the relationship between merchants and customers is always well established. Further to that, the selection of the medium used to communicate with the target has been determined. Not only that, the use of this medium is effective in disseminating sales information quickly to customers. We focus on mediums that are popular in today's society such as *Instagram, Facebook, Twitter, Tiktok, and Website Shoppe* called '*Jamilayce Hijab*'. All these mediums used, are free of charge and are reasonably priced to make any advertising. By doing so, the hijab business will go widely and be known to many people. Meanwhile, customer segments are the part where sellers must think about their main target. Since the business we run is hijab, the primary target is all women regardless of age and all groups. Moreover, we offer hijab products accompanied by face masks of the same color at an affordable price. ✓

Other than that, every business you run will definitely have to do with finances. Following on from that, this Business Model Canvas (BMC) explains in detail where the withdrawals are made. Following the hijab business, a lot of money is spent through *production, marketing, and delivery* whereby using a carrier such as J&T. Finally, revenue streams are the various sources from which a business earns money from the sale of goods or the provision of services called revenue streams. The type of income recorded by the business on its account depends on the type of activities carried out by the business. In general, our business account is more to payment revenue and product revenue as well as the actual payment in cash from the production of recorded revenue.

Here is the detailed information of our Business Model Canvas (BMC) of 'Jamilayce Hijab';

5.1 CUSTOMER SEGMENT OF 'JAMILAYCE HIJAB'

The market consists of individual consumers and organizational consumers who want and can afford to buy a product. We also know that every consumer has different wants and desires. The way they buy, the products they buy, where they buy, and the things that influence their purchases are different from each other. Therefore, it is more effective if a behavioural market is broken down into smaller groups. Usually, small groups are easier to understand. This in turn facilitates the company to generate and manage marketing strategies that suit the needs and desires of the group. Nowadays it is the practice of a company to run a target market where the company will select certain groups to be its customers. All marketing activities and efforts of the company will be formulated and focused based on the wants and needs of this group only. ✓

In addition, a customer segment is a community of customers or businesses that seek to sell a product or service. The customer segment is one of the most important building parts in the business model canvas for a business. Customers can be classified into many categories based on their shared needs, behaviours, and other characteristics. Customer segments can also be defined through demographics such as age, ethnicity, professionalism, gender, etc., or on their psychographic factors such as spending behaviour, interests, and motivations. An organization can choose to target one group or several groups through its products and services.

Usually, the basis of segmentation that is often used to segment an individual consumer market is based on *geographical, demographic, psychographic* areas and also based on the behaviour of consumers themselves. Under this concept, Diyanaz Enterprise will conduct its marketing activities based on the needs of each individual, especially women. Products are produced based on the tastes of the individual concerned only. This individual marketing is also known as one-to-one marketing or tailor-made marketing.

Diyanaz Company focuses on demographic segmentation which is statistical data about a population in a place. This data will usually describe and give an idea of a population that will be the target customer. Among the demographic data are *age, income, gender, ethnicity, religion, education, social class, family size*, and also the *life cycle of a family*. Usually, this demographic basis is an important basis to use to segment a market. Probably because it is the easiest foundation to obtain, measure, and more practical when compared to other foundations. So, this will help as well as facilitate Diyanaz Enterprise's business to target its customers to buy its hijab products.

With the information obtained by the demographic segment, Diyanaz Enterprise can identify its target customers, which is women, especially Muslim women because the hijab product is a mandatory garment for Muslim women, so Diyanaz Enterprise can vary designs and colours according to the needs and preferences of users. At the same time, the company Diyanaz Enterprise also does not place a limit on the age to use it because '*Jamilayce Hijab*' products are suitable for all ages by using appropriate materials, designs, and very affordable prices. Not only that, but Diyanaz Enterprise also gives priority to working women as we already know that working women have very limited time to prepare, especially if they are married, a lot of time is spent preparing their husbands and children. quite limited to oneself. So, we as a seller of '*Jamilayce Hijab*' try to produce a product that is useful to the consumer as well as gives satisfaction to ourselves when we can help the women out there to look beautiful even getting ready in 3 seconds.

In conclusion, the presence of this demographic segment can help us at Diyanaz Enterprise to narrow the scope of customers to give priority to women only by narrowing the scope of our customers can certainly meet all the needs and desires of '*Jamilayce Hijab*' customers. ✓

5.2 VALUE PROPOSITIONS OF 'JAMILAYCE HIJAB' ✓

Value propositions are the uniqueness found in a product. More clearly, uniqueness brings meaning to the privileges offered by buyers to customers so that they become regular customers. Since our management consists of women, we fully understand the difficulties faced by women in wearing the hijab over the years. Therefore, Sharnoma Amiza as the founder of '*Jamilayce Hijab*' created this organization to help the women out there not to experience the same problems on a daily basis. Moreover, the special feature of '*Jamilayce Hijab*' is the pinless hijab, which can save time, and is guaranteed to be safer without the use of any brooch or needle. In relation to the '*Jamilayce Hijab*' business we are operating, there are various uniqueness's that we offer to the main target, namely women, by placing reasonable prices.

One of them is to make sure the hood awning is easy to shape and comfortable to wear. Having collected all the previous observations, we highly prioritize the selection of fabric for this '*Jamilayce Hijab*' hijab so that it is not too hard or soft. This is in order, can give the best to customers. Moreover, an unformed awning will affect the daily routine of women. Due to that, we give great emphasis on fabric selection so that it is easy to shape even if it has been used many times. Also, the hijab from '*Jamilayce Hijab*' does not seem to be rare where it is suitable for prayer. In short, the selection of fabric plays an important role to ensure comfort to the customer so that the hijab fabric is not too thick, and not hot.

In addition, most of the women of the current generation like something instant where they want to simplify themselves and save time. With that being said, '*Jamilayce Hijab*' has come up with the idea of removing hijabs that don't need to be rubbed or better known as anti-wrinkle hijabs. It is very suitable for women who are mothers, college students, and so on. Not only that, we focus on producing a waterproof hijab, which is also suitable to be worn for any outdoor activities such as jogging, and other activities.

Finally, the uniqueness found in '*Jamilayce Hijab*' is that we offer a hijab with a mask that consists of two forms, namely ear loop and head loop. This mask is for free available to customers who are still loyal to our products or purchase a hijab purchase of 2 pieces or more. Other than that, the hijab and mask will come in the same color and are made of quality fabric so as not to have difficulty breathing or heat and the mask is washable so that customers can use it often.

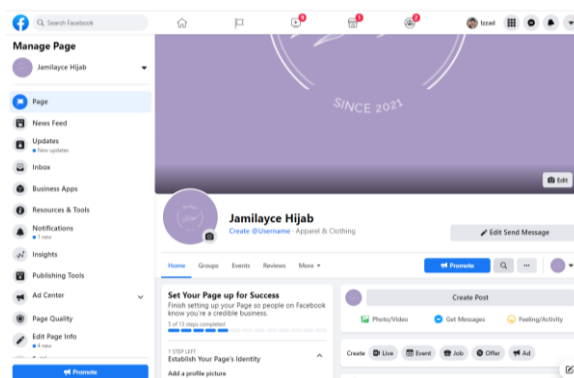
Overall, all the uniqueness placed on '*Jamilayce Hijab*' is a problem faced by women today. Because of that, we released the product in order to help them deal with the problem.

5.3 CHANNELS TO PROMOTE ‘JAMILAYCE HIJAB’ ✓

Usually, before a business is started by an individual or organization, they must have a discussion first to determine the direction of their business. For example, make plans to form some marketing strategies in marketing the product so that the community out there knows about the existence of their company. Therefore, it is important to have a management team that has extensive knowledge of the use of electronic media. For example, social media platforms consisting of *Facebook*, *Instagram*, *Twitter*, and so on aim to upload all the content relevant to the product so that it looks attractive to the target they are focused on.

Turning to the ‘*Jamilayce Hijab*’ business, our organization focuses on 5 applications in social media, such as *Facebook*, *Instagram*, *Twitter*, *TikTok*, and *Website Shopee*. This is because the application is a popular platform nowadays among the community and especially other sellers in marketing their products. Arguably, all the functions or benefits of the platform are the same where they can create a personal profile account or business account. Based on our observations, the use of social media is very easy for sellers to communicate with customers and disseminate all the latest information by including visuals such as *pictures*, *videos* accompanied by *audio* according to the creativity of the organization in marketing products. Indirectly, the information can be spread quickly and widely to all the targets that have been focused on. Not only that, the fee for the use of Facebook in marketing the product is free, but there are only certain parts charged at an affordable price. Therefore, it is up to us to create as much content as possible on social media sites by uploading posts according to specific times that focus on how many people are browsing the platform. Here is the list of platforms we want to promote our product ‘*Jamilayce Hijab*’:

5.3.1 Facebook ✓



Picture 6: Facebook Page of ‘*Jamilayce Hijab*’.

First of all, the platform used to market ‘*Jamilayce Hijab*’ is through the use of Facebook. As we know, Facebook is an application that was created by Mark Zuckerberg in 2004. In fact, the purpose of Facebook is an extensive communication network that facilitates the community to interact with people near and far. Meanwhile, the statistics of Facebook users in Malaysia alone has reached a total of 24.9 million people at the beginning of the year (Irfan Khairi, 2020). Clearly, we chose Facebook to market this ‘*Jamilayce Hijab*’ product as the most effective platform to attract many people.

5.3.2 Instagram ✓



Picture 7: Instagram of ‘*Jamilayce Hijab*’.

In addition, is the use of Instagram. Instagram is an application that was launched in October 2010. In addition, Instagram users in Malaysia have registered 12,729,00 people (Irfan Khairi, 2020). If viewed in more depth, the function of Instagram is to share photos or videos with no restrictions. Later, Instagram is a rising platform nowadays other than Facebook. Moreover, the use of Instagram is also an application that often makes new changes which makes it easier for us as traders to create *filters*, *stickers*, and others that are suitable for the ‘*Jamilayce Hijab*’ product. Furthermore, the marketing that we focus on in the use of Instagram is to make *Instafamous*, or *celebrities* who have many followers to promote our goods by making gift reviews or paid reviews where the team has to spend a little money for marketing. From there, their followers will know the existence of our product and can go widespread.

5.3.3 Twitter ✓



Picture 8: Twitter of 'Jamilayce Hijab'.

Next up, Twitter. According to the MStar article, (2019), this twitter application is led by Jack Dorsey who said that there are 126 million Twitter users in a day nationwide. We are likely, active users on Twitter will increase nowadays due to technological changes that are already increasingly sophisticated and systematic. Usually, Twitter is more used for teenagers to know the latest developments because through the platform it is easy to disseminate information. The marketing that will be given priority by us in marketing 'Jamilayce Hijab' is by producing the hashtag #JamilayceHijab with the tagline 'Nak yang mudah? Jamilayce Hijab kan ada' which makes it easier for customers to search by simply clicking on the hashtag. The purpose of our use of Twitter is also due to the dissemination of information to market the product easier, by creating a 'thread' where all the content done from the beginning until now will come out simultaneously. From there, it is easier for customers to read all the information that has been displayed without scrolling one by one.

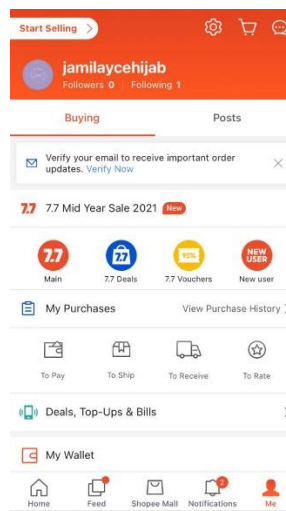
5.3.4 Tiktok ✓



Picture 9: Tiktok of 'Jamilayce Hijab'.

Meanwhile, through the TikTok application. TikTok is the latest application created and has received a warm response from all generations in producing creative content. The use of TikTok in Malaysia is 4 million (Exabytes, 2020). Our attraction to using this TikTok app is to be able to produce a compact short video like a tutorial by using ‘*Jamilayce Hijab*’ to go to a specific event, behind the scenes showing the management team preparing the order and others. Also, we as a seller can create a challenge, by offering a free hijab if customer participate once in the challenges. By doing so, followers in TikTok will be more active to join, and the ‘*Jamilayce Hijab*’ branding will go widespread.

5.3.5 Website Shopee ✓



Picture 10: Shopee of ‘*Jamilayce Hijab*’.

The last platform is through the website, which is Shopee. Shopee is an e-commerce network dedicated seller to market products widely without restrictions nationwide. The platform is arguably the latest app valued by many communities to buy online. We chose Shopee as the option to market the product because the registration process is very easy where no contract is made. We are very focused on the use of Shopee because customers can get ‘*Jamilayce Hijab*’ products with free shipping where they need to make a purchase of RM15 and above. Also, we offer more customers to buy on the Shopee website, because it will make it easier for them to make the payment process. In short, through Shopee we are also able to communicate with customers from various countries.

Overall, all the platforms we use are important in marketing ‘*Jamilayce Hijab*’ products. Therefore, we will diversify the concept and content so that it can attract many more customers, especially our main target, which is women regardless of age, and race.

5.4 CUSTOMER RELATIONSHIP OF 'JAMILAYCE HIJAB' ✓

Customer relationship management (CRM) is a collection of people, procedures, and technology aimed at better understanding a company's customers. It's a holistic approach to relationship management that focuses on customer retention and relationship growth. Customer relationship has evolved from advances in information technology and organizational changes in customer-centric processes. Companies that successfully implement customer relationship management will reap the rewards in customer loyalty and long-run profitability. However, successful implementation is elusive to many companies, mostly because they do not understand that customer relationship requires company-wide, cross-functional, customer-focused business process re-engineering. Although a large portion of customer relationship management is technology, viewing customer relationships as a technology-only solution is likely to fail. Managing a successful customer relationship management implementation requires an integrated and balanced approach to technology, process, and people.

Customers' relationship with management is due to give more value to customers and achieving tangible and intangible benefits in this relationship a customer's relationship management is being a competitive advantage. Customers now collaborate with members of organizations to produce high-quality products and provide competitive skills and capabilities. As a result, the most significant subject that researchers and organization managers are interested in is successful management in relationships with customers and developing and supplying value to them (Asieh Ghazian, 2016). '*Jamilayce Hijab*' customer relationship with direct communication, through the community, and through social media online such as *Instagram, Twitter, Tiktok, website (Shopee), and Facebook*.

The most significant advantage is attaining complete client pleasure, which leads to customer loyalty (Ahmad M, 2011). Some studies suggest that the two benefits are the driving force behind many of the associated advantages, such as higher sales volume, improved service

quality, and increased profitability. CRM advantages are classified as either physical or intangible. According to (Ahmad M, 2011) the tangible benefits are:

- a. The increase in profitability.
- b. Speed in the investment of time.
- c. The growth of labour productivity.
- d. Reduce marketing costs.
- e. Increase customer relation rates.
- f. Achieving higher return on marketing's investments.

And the intangible benefits are:

- a. Achieving customer satisfaction.
- b. Increase the effect of word of mouth.
- c. Increase the quality of services provided to customers.
- d. Processes become more easily.
- e. High quality of communication channels.
- f. The best customer segmentation.
- g. Better understanding of customer's needs.
- h. Reduce the gap between, what the organization provides, and customer expectations.

To establish a close and ongoing relationship with the customer, the organization must focus on three factors: the value in the customer's eyes, responding to the customer's needs and desires to achieve customer satisfaction, and customer loyalty becoming the expected result of customer satisfaction.

The customer journey is the path that consumers take as they go through the phases of their relationship with the firm, which includes all contracts between the customer and the business across a number of channels. A customer journey comprises every touchpoint across every department and makes up the customer experience, from the first time they learn about

the company to the conclusion of their relationship and everything in between. There are five steps or aspects of the customer journey:

5.4.1 Gather Touch Points ✓

Start by gathering all of the different touch points that exist between our product and our customers. This might involve customer interviews, a group brainstorming session, or stepping through the journey as a customer itself. A list of touch points might include things like: signed up for a free trial, had a customer support question, received the first invoice.

5.4.2 List Key Activities ✓

From a customer's point of view, identify critical tasks at each touchpoint. What data do they require? What exactly are they attempting to achieve? What emotions might a customer be experiencing at each point of contact? Is it a favourable or unfavourable experience? At each touchpoint, key activities help to fill out the customer's experience. For example, key activities for a 'Jamilayce Hijab' company might include licensing, marketing our product, direct selling, or contacting customer support. Each of these requires different information to complete and might leave the customer feeling accomplished, frustrated or satisfied.

5.4.3 Highlight Experience Measures ✓

Determine what makes a certain interaction successful or unsuccessful. Contacting customer service, for example, would be successful if the consumer received an accurate response in a fair amount of time. The customer journey map becomes more actionable once the metrics that assess the experience each touch point delivers are identified.

5.4.4 Put It All Together ✓

It's now time to complete the journey map. Place each interaction on the customer journey map using the stages of our client lifecycle (acquisition, onboarding, trial, etc.). When graphing the points, it can be as complex or as simple as our firm prefers. For their first iteration of the customer journey map, many organizations prefer to use post-it notes on a whiteboard.

5.4.5 Review and Improve ✓

Create a journey map that evolves over time. While the customer journey mapping exercise is a lengthy process, it is critical to revisit and assess it on a regular basis. It's time to alter our route if we detect new touchpoints that aren't on the existing map. Our businesses, for example, may send out a monthly newsletter to keep clients up to date on the latest offerings.

In order to build a close and ongoing relationship with the customer, the organization must pay attention to five aspects: gather touchpoints, list key activities, highlight experience measures, put it all together, and review and improve.

5.5 REVENUE STREAMS OF 'JAMILAYCE HIJAB' ✓

Income generated from normal business operations will be included once with deductions for returned items. This is the key figure or gross income from which costs are deducted to determine net income. Income is also known as sales on the income statement. This is very important for start-up companies to earn a positive income earlier. In addition, revenue is often referred to as the result of product sales because of revenue received from business operations. Operating income is income derived from the ordinary operation of a business, such as the sale of goods or services. There are different ways to calculate income, depending on the accounting method used in the business company itself. Therefore, the portion of accounting that includes sales made on credit is treated as revenue for goods or services delivered to customers. Every company needs to review its cash flow statements to assess the company's efficiency to accumulate profits. Cash accounting, on the other hand, will only count sales as revenue when payment is received. Cash paid to a company is known as a "receipt".

Company of *Diyana Enterprise*, we make a profit from selling veils to customers through the platforms we provide such as *Shopee, Instagram, Twitter, and Tiktok*. As we know that each platform brings its own benefits to individuals or groups who use it. profits earned through purchases. Even at the same time, every purchase on the platform in the *Shopee* will record the purchase record and feedback from the customer on the product received whether in good condition or not. Therefore, every positive feedback given from customers to the business company is a bit of a benefit to the company itself such as getting the best business branch and so on. With feedback from customers, it will help outsiders to make purchases with '*Jamilayce Hijab*' business satisfactorily without any hesitation. In addition, it will also benefit customers as well when the *Shopee* platform gives a discount or free shipping voucher on every purchase made.

Types of Channels	Description
Instagram, Facebook, Twitter and Tiktok	With a platform like this as a business they can also receive profits without spending any capital because every customer who shares feedback via video or sentence of satisfaction from the product purchased a little bit will contribute to outsiders to make a purchase because the video or sentence used can attract interest customers to buy it. So indirectly the purchase process on these platforms.
Website Shopee	In the Shoppe with the feedback from customers it will help outsiders to make purchases with Jamilayce Hijab's business satisfactorily without feeling hesitant. In addition, it will also benefit the customers as well when the Shopee platform gives a discount or free shipping voucher on every purchase made.

Picture 11: Revenue Streams of *'Jamilayce Hijab'*.

5.6 KEY ACTIVITIES OF 'JAMILAYCE HIJAB' ✓

Key activities for this hijab business, focus on licensing, marketing, direct selling, and customer support. As stated, this is a major factor for running a business such as hijab business which requires licensing to operate in accordance with the correct rules, the second is marketing. Marketing is done to promote every hijab production produced by the business to the customers especially the women regardless of age. In addition, this business also does direct selling to customers according to customer demand for a product. At the same time, this hijab business also needs customer support to make any improvements to a product that will be released.

5.6.1 Licensing

In running a business, licensing plays an important role in a company as it has a key pillar of success. In running the hijab business, '*Jamilayce Hijab*' at the Company of Diyanaz Enterprise, the company takes a license before starting this business for security in the company is guaranteed. Before starting a business, the license should operate legally because the company conducting the business must comply with some form of prior licensing which includes lesen am, lesen khusus industri / sektor atau lesen khusus aktiviti.

LESEN-LESEN AM

Lesen-Lesen Am merangkumi lesen yang diperlukan apabila pelabur memutuskan untuk memulakan perniagaan di Malaysia.

Senarai Lesen Am, yang terpakai kepada sebarang perniagaan termasuklah:

1. Pendaftaran Syarikat
2. Pendaftaran Cukai Pendapatan Syarikat dan Pekerja
3. Kumpulan Wang Simpanan Pekerja
4. PERKESO
5. Dana Pembangunan Sumber Manusia
6. Lesen Premis Perniagaan dan Lesen Papan Tanda

Picture 12: License used in Company Diyanaz Enterprise.

5.6.2 Marketing ✓

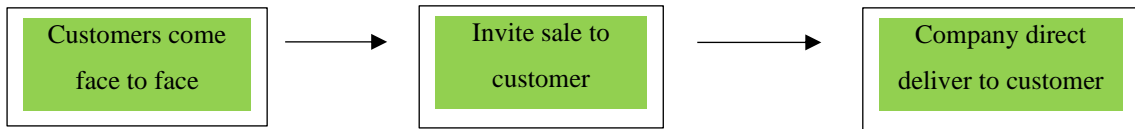
Advertising is an effective marketing communication and needs to understand and explain the needs, tastes, habits, weaknesses, expectations, and demands of consumers. Therefore, it is undeniable that all of the above should be a frame of reference for the environment as a consumer such as social systems and consumer cultural practices. Marketing in conveying the message must be in the form of limits and restrictions that exist in society. This is for an experience that will reflect the real state of society through marketing where we need to know the right time to carry out marketing '*Jamilayce Hijab*' as on social media platforms and appropriate platforms. With the existence of marketing, it is a form of presentation or communication paid or unpaid in which the nature is not personal that is shown to the target group with the aim of promoting, introducing and improving, and selling products effectively. In general, the determination of marketing objectives should be determined based on current market conditions.

In addition, this marketing does not only focus on social media platforms but also focuses on product packaging that will differentiate it from other products. Product packaging reflects a variety of things, from the benefits to customers to the value of a company. Some people argue that the packaging of the product is just as important as the product. This is because it plays an important role in marketing and reflects the product itself. In the pom-pom veil business, '*Jamilayce Hijab*' produced by Company Diyanaz Enterprise, the packaging is done to the customer using box suppliers and it is also neatly arranged, beautiful to be satisfied to the customer, Product packaging will also help in-store marketing and marketing online as well. Here it is very important for '*Jamilayce Hijab*' products to have an identity such as color, font, and others. From there, the customers and users will know and remember '*Jamilayce Hijab*' product as soon as they see it. By having beautiful packaging, the company will, of course, receive free marketing from customers who buy the product and this directly indicates that the customer will upload a picture of the packaging in the media.

5.6.3 Direct Selling ✓

For this part, direct selling is by way of customers coming or visiting the store and buying face to face. Of course, with this face-to-face sale, customers will be satisfied to be able to feel or evaluate the quality of the hijab face to face and be able to ask

questions or give opinions to the staff of the owner of the hijab. There are many more methods that can be done in increasing direct sales marketing.



Picture 13: Direct selling done by the owner of the '*Jamilayce Hijab*'.

By doing this direct selling, it can increase profits in terms of effectiveness in the company. In addition, the benefits can also be felt by the seller and also the customer in terms of developing relationships with all customers. This is as stated that the customer is able to interact more closely with the seller. In addition, the seller also holds a sale to this customer so that if the sale is done, less able buyers such as students can take advantage of this opportunity better. Not only that, if there are customers who want to buy online such as his website, or even the company's channel. Direct selling done by the seller is by way of the company owner sending directly to the buyer without using other services such as express mail and others. Direct delivery to this customer feels an extraordinary thing because the customer will feel happy when the company itself is able to deliver to the buyer.

5.6.4 Customer Support

Customer support is important to ensure customer satisfaction is guaranteed. In addition, it creates the nature of friendliness between customers to other customers. For example, if a customer is satisfied with the brand of a hijab, it is certain that the customer will recommend it to other friends about the brand. So, the importance of customer support must have various interests.



5.7 KEY RESOURCES OF ‘JAMILAYCE HIJAB’ ✓

The term ‘*Key Resources*’ refers to the most important assets that a company model requires to function. These are the assets that enable a business to design and deliver a Value Proposition, penetrate markets, sustain customer relationships, and earn money. Critical resources are closely tied to the amount and type of key operations your company engages in.

Key resources are resources that are needed ‘*Jamilayce Hijab*’ in the running of key activities to produce a value proposition to be offered to the consumer segments through channels to get revenue streams. Based on observations with ‘*Jamilayce Hijab*’ management, key resources that are owned by ‘*Jamilayce Hijab*’ is a brand, technology platform, videographer, photographer.

5.7.1 Brand (*Jamilayce Hijab*)

Hence, our brand name is ‘*Jamilayce Hijab*’ meaning of Jamila means beautiful. A brand consists of any name, term, design, style, words, symbols or any other feature that distinguishes the goods and services of one seller from another. A brand also distinguishes one product from another in the eyes of the customer. Brand awareness refers to the customer’s ability to recall and recognize the brand under different conditions, using memory associations to link to the *brand name, logo, jingles*, and so forth. It consists of both brand recognition and brand recall. It helps the customers understand to which product or service category the particular brand belongs and what products and services are sold under the brand name. It also ensures that customers know which of their needs are satisfied by the brand through its products. Brand awareness is of critical importance, since customers will not consider your brand if they are not aware of it.

5.7.2 Technology Platform

Social media are online communities that allow you to engage with people as well as share and produce information. For businesses of all sizes, social media offers fantastic marketing options. ‘*Jamilayce Hijab*’ uses social media to promote the hijab and name of our brand, tell customers about our goods and services, find out what customers think of our business, attract new customers and build stronger relationships with existing customers.

5.7.3 Videographer/Photographer

'Jamilayce Hijab' using videographer/ photographer as our favorite medium of choice for marketing. This gave rise to the emergence of video production companies, which have been helping brands connect with our customers through videos. Besides that, rich media content like video can boost customer engagement, increase the time spent on a site and help convert sales. Used cleverly and with a purpose, video can transform your website into a dynamic interactive site that will attract repeat visits.



5.8 KEY PARTNERSHIP OF 'JAMILAYCE HIJAB' ✓

Key Partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. These can be the relationships that your company has with your suppliers, your manufacturers, business partners, etc. These partnerships that you will undoubtedly create will be forces that help your business succeed in areas that would be inefficient for you to do yourself (WordPress, n.d.).

The network of suppliers and partners that make the business model work is referred to as this building block. The reasons for a company's decision to form a partnership are numerous, but strong partnerships are critical to a company's success or failure. By bringing on a partner before embarking on a new course of action, a company can improve resource use, establish new resource streams, and limit risks associated with important business decisions. It's vital to recognize that your company may associate with a variety of companies for various reasons, but not all of them will be crucial to your success. Partnerships can evolve during the course of a company's existence. The types of partnerships that may be necessary for a startup's first-year range dramatically from the nature of the required relationship in year three. When analyzing the various essential partnerships that your company requires, it's a good idea to look at the nature of the relationship using the following key questions:

- Which partnerships are critical to our business?
- Who are our critical suppliers?
- Which of our suppliers and partners are sourcing our key resources?
- What type of partnerships would suit our needs?
- What is the best cluster/ supply chain where I should be located?

Meanwhile, based on what our business we will run is we will create a hijab brand which is '*Jamilayce Hijab*' that has different functions. To run this business, we need to find the right value proposition with the right key partners. First, the fabric supplier must have an anti-wrinkle fabric type. Then, the fabric supplier needs to have a fabric that is kind of waterproof, easy to shape, comfortable to wear, cool kind of fabric, and without the need to iron. Our business establishes relationships with factories that have the type of fabric we want so that we can run the business more easily. Next, our business needs employees who sew scarves. This is because our type of business requires people who are good at sewing to go to the next process after getting the fabric from the fabric supplier. This is because the hijab brand from our business has a few interesting variations compared to other hijab brands.

In addition, our business also requires a label supplier to serve as a "signature" business hijab brand from us. The label supplier will need to provide the design that we will do to be sewn on the hijab fabric of our business. Other than that, our business needs a magnet supplier as well. This is because the hijab brand from our business has little difference with other hijab brands where on the hijab design, we have a magnet that will be seen by a reliable tailor.

In conclusion, the key partnership is an important role in the business for starting the main point of the business to open from the first searching for the supplying in the value of the specific of the items that the business wants to.



5.9 COST STRUCTURE OF 'JAMILAYCE HIJAB' ✓

The cost structure outlines all of the fees and charges that your company will incur when it implements your business strategy. This is a critical step in the process since it will determine if your team should pivot or go on (Accounting Tools, 2021). To fill up the cost structure block of your business model canvas, your team must think about the most critical costs to your company and come up with hypotheses for them. You'll have to account for both fixed and variable expenditures, such as start-up and acquisition costs. To keep going, you'll need to keep your costs lower than your earnings. To continue, your costs must be less than your revenue, which you determined in the canvas's Revenue Streams block. You'll have to pivot and make changes if this isn't the case (Accounting Tools, 2021).

In connection with the explanation of the cost structure above, Jamilayce Hijab has provided a cash flow that is involved throughout the business. Among them are as follows:

NO.	ITEMS	TOTAL (RM)
1.	<p>Jamilayce Hijab Fabric Supplier:</p> <p>1 roll cloth = RM 300.00 / 30 meter (Normal price) = RM 250.00/ 30 meter (Wholesale price)</p> <p>1 meter cloth = RM40.00</p> <p>10 rolls of fabric = RM300.00 x RM40.00 = RM 12,000 - Normal price = RM 250.00 x RM40.00 = RM 10,000 - Wholesale price</p> <p>Total purchases within two months of:</p> <p>Wholesale price x per/month = RM 10,000 x 2 months = RM 20,000</p>	<p style="text-align: center;">RM 20,000</p>

2.	<p>Label Supplier / Tag Tudung Jamilayce Hijab:</p> <p>1 pc Pin/ Tag Hood = RM 1.00 (Normal price) = RM 0.50 (Wholesale Price)</p> <p>1,000 pcs Pin/ Tag Hood = 1,000 pcs x RM 0.50 = RM 500.00 - Borong Price</p> <p>Total purchases within two months of:</p> <p>Wholesale price x per/month = RM 500.00 x 2 months = RM 1,000</p>	RM 1,000																												
3.	<p>Tudung Box Supplier Jamilayce Hijab:</p> <table border="1" data-bbox="536 1021 1074 1417" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Length</th> <th>Width</th> <th>Height</th> <th>Price</th> </tr> </thead> <tbody> <tr> <td>20.8</td> <td>20.8</td> <td>3.8</td> <td>RM 3</td> </tr> <tr> <td>26</td> <td>26</td> <td>4</td> <td>RM 2</td> </tr> <tr> <td>31</td> <td>31</td> <td>4.6</td> <td>RM 4</td> </tr> <tr> <td>18.3</td> <td>18.3</td> <td>4</td> <td>RM 1.50</td> </tr> <tr> <td>23.5</td> <td>23.5</td> <td>4</td> <td>RM 5</td> </tr> <tr> <td>29</td> <td>29</td> <td>4.6</td> <td>RM 6</td> </tr> </tbody> </table> <p>1 Box = RM 1.50 (Normal price) = RM 1.00 (Wholesale Price)</p> <p>1,000 Boxes = 1,000 boxes x RM 1.00 = RM 1,000 - Borong Price</p> <p>Total purchases within two months of:</p> <p>Wholesale price x per / month = RM1,000 x 2 months = RM 2,000</p>	Length	Width	Height	Price	20.8	20.8	3.8	RM 3	26	26	4	RM 2	31	31	4.6	RM 4	18.3	18.3	4	RM 1.50	23.5	23.5	4	RM 5	29	29	4.6	RM 6	RM 2,000
Length	Width	Height	Price																											
20.8	20.8	3.8	RM 3																											
26	26	4	RM 2																											
31	31	4.6	RM 4																											
18.3	18.3	4	RM 1.50																											
23.5	23.5	4	RM 5																											
29	29	4.6	RM 6																											

4.	<p>Jamilayce Hijab Magnet Suppliers:</p> <p>1 pcs magnet Hood = RM 5.00 (Normal price) = RM 3.00 (Wholesale Price)</p> <p>1,000 pcs magnet Hood = 1,000 pcs x RM 3.00 = RM 3,000.00 - Borong Price</p> <p>Total purchases within two months of:</p> <p>Wholesale price x per/month = RM 3.000.00 x 2 months = RM 6,000</p>	<p>RM 6,000</p>
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5.	<p>Sewing Tudung Jamilayce Hijab:</p> <p>A worker = RM 800.00 per/month = RM 800.00 x 3 people sewing = RM 2,400 total salary of workers in a month</p> <p>A payment of the salary of the sewing worker within two months:</p> <p>Employee salary x per/ month = RM 2,400 x 2 months = RM 4,800</p>	<p>RM 4,800</p>
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6.	<p>Monthly salary payment to Jamilayce Hijab workers:</p> <p>A Worker = RM 1,500 per/month = RM 1,500 x 5 employees Jamilayce Hijab = RM 7,500 of the amount paid by workers in a month</p> <p>Number of workers' salary payments within two months:</p> <p>Employee salary x per/ month = RM7,500 x 2 months = RM 15,000</p>	<p>RM 15,000</p>
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7.	Poslaju Fee/ Delivery of Jamilacye Hijab: A month = RM 900.00 = RM 900.00 x 2 months = RM 1,800	RM 1,800
TOTAL COST IN TWO MONTHS OF SPEND:		<u>RM 50,600.00</u>



DIYANAZ ENTERPRISE
JAMILAYCE HIJAB START-UP COSTS

EQUIPMENT	ESTIMATED COST	NOTES
Fabric & Equipment	RM 33,800	+ Magnetic suppliers + Label tags
Initial Product Inventory	RM2,000	This may vary.
Permits and Licenses	RM500	Varies a lot depending on where you operate.
Website	Free – RM5,000	- Jamilayce Hijab - Shopee
Facebook / Twitter	Free	+ Instagram + TikTok
Register / POS	RM 1800	RM 900/ month - Can also use an iPad and an app for credit transactions.
Paper Products (Plates / Napkins, etc.)	RM 300	Depends on how much in a month using it.
Fire Extinguisher	RM 300	RM 150/ set.2 sets in the office.
Phone/ Internet	RM 200	This will be varying a lot.
Fuel	RM 500	This will be varying a lot.
Labour	RM 15,000	RM 1,500/ month. X 2 Months
Food/ Beverage Restock	RM 1500	Depends on food cost and frequency of operation.
Total	RM 60,900	

Table 1: Cost Structure in DIYANAZ ENTERPRISE Jamilayce Hijab start-up.

5.9.1 What Is the Business' Major Cost Drivers? How Are They Linked to? Revenue?

The main cost driver of our business is that we have three, namely marketing, production, and delivery. We use marketing through the use of staff costs, administrative costs, and facility costs to manage any requests, inquiries, and purchases online through the official website of our products. In addition, our business products use production to make photographs and videos for our products are posted on the social media of our official products to attract more customers. Through production, it includes staff costs and facility costs to manage all the things that will happen from start to finish. Next through delivery as carriers for delivering for those who buy through the internet website of our products. Through carriers, it is also included in staff costs, facility costs, and safety costs for the courier and the use of fuel for delivery vehicles.

Marketing, production, and delivery are used as the main cost driver and it is connected with every staff, administrative, facility, and safety in the company and for the business itself as well. The revenue, the company will earn a profit through each calculation of the main cost of the product business.



6.0 CONCLUSION ✓

Running a business is not considered easy because it requires very careful research in making an enterprise or business continue to thrive. Finding various ideas to contribute to the company in making variations or diversifying the types of hijabs should take a long time and should be agreed upon by other organizations. Although the hijab's business seems to be very simple, in fact, it is not because the process used is very complicated even though it is the daily needs of hijab women in Malaysia or outside Muslim countries. The company is always looking **what kind of alternatives?** **for other alternatives** in competing in selling hijab because the sale of hijab often gets a lot of competitors because the average business out there many who operate hijab as their business. In addition, even though many hijab founders in Malaysia must be competitive. A company should show **the potential that exists** in the use of their own hijab in terms of attracting the attention of buyers, providing the uniqueness that exists, and much more that needs to be sought to contribute to the company itself.

7.0 APPENDICES



TUDUNG SARUNG	COTTON MAGNETIC	TUDUNG BAWAL
Kain akan longgar dan perlukan pin	PINLESS	Pertukan banyak pin
Size muka tidak adjustable	MUDAH BENTUK	Pin Mudah Tercabut
Tidak dapat digayakan style lain	MINIMUM IRON	Boberapa Jenis Sahaja Mudah Bentuk
	BEBAS DIGAYAKAN	
	SIZE MUKA MAGNET ADJUSTABLE	
	MAGNET KEAT TAK MUDAH TERCAHUT	

8.0 REFERENCES ✓

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