



**COURSE:**

UHMT1012-45 GRADUATE SUCCESS ATTRIBUTES

**FACULTY:**

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**PROGRAM:**

BACHELOR OF COMPUTER SCIENCE (DATA ENGINEERING) WITH HONOURS  
COMPUTING

**TOPIC:** Hiil'Scarf

**LECTURER'S NAME:**

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**GROUP MEMBERS:**

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6. VINCENT BOO EE KHAI	A20EC0231

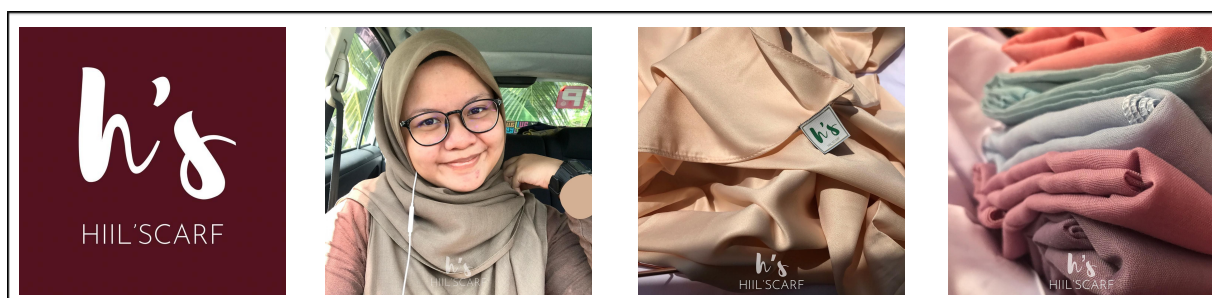
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## **DESCRIPTION OF THE BUSINESS**

Growing demand for hijab has given rise to a dynamic burst of innovation for new hijab entrepreneurs. These Muslim headscarves is progressively evolving into a fashion empire where even the local hijab market is highly competitive in the industry. As of now, thousands of local hijab brands have been rising steadily in the market over the last decade. In Malaysia, the majority of the population is Muslim, which is about 60%, is one of the key reasons why hijab is rapidly rising on the market, not only locally but globally, as it has become a modest trend for Muslim women all over the world.

Bearing in mind that the global market was estimated at USD230 billion in 2014 and is expected to hit USD327 billion by 2020 due to demand for headscarves is increasing as more Muslim women decide to cover their heads, we decided to interview a local hijab brand named Hiil'Scarf owned by Nur Izzatul Farhanah bt Hamsa. Hijab has become a common option for an entrepreneur to start their own hijab creation in the fashion industry because it offers hijab choices in different designs, materials and colours. There are also bawal, shawl, instant, semi-instant, two-face, pinless, ironless, pleated, and many more to be invented.



*Figure 1: Hiil'Scarf Brand Owner and Hijabs*

Founded in 2019 in Puchong, Malaysia, Nur Izzatul Farhanah has managed Hiil'Scarf as her main business that has developed its own hijab brand. As the sole proprietor of this brand, she successfully launched 5 collections for her brand TEXTURÉ shawl, EleganTrendy shawl, Elegant shawl, Riang shawl and Bellina Square. The difference in this collection is the materials, design and colours where TEXTURÉ is satin silk with textured lines, EleganTrendy is satin silk, Elegant is satin matte, Riang is made from chiffon while Bellina is made from premium cotton.

Her online business can be found on Instagram and Facebook as '@hiilscarf' with a total of 506 and 34 followers, respectively. Not only that, her business account at Shopee

Malaysia as Hiil'Scarf has a total of 207 followers and has earned 5.0 star ratings from her customers. This brand had accrued over a hundred sales volumes and usually received positive reviews from customers. She assured and guaranteed her customers that each of the collections she launched had met the quality expectations that still follow the hijab trend. Her vision is to help women get their own favorite hijab at an affordable price.

As predicted, almost everybody, including celebrities, fashion designers, social media influencers and ordinary people wants to have their own hijab line, which shows that hijab fashion is a fast-growing industry.

## **THE TARGET GROUPS**

Hiil'Scarf is specially made to fulfil the dreams of women to possess her own desired hijab that is surely acceptable to the trend nowadays. All of the collections from Hiil'Scarf are suitable for all ages and it really gains attention from the youngsters range. The most important thing is creating the hijab to let women to reward themselves with their dream hijab without looking at the price tag.

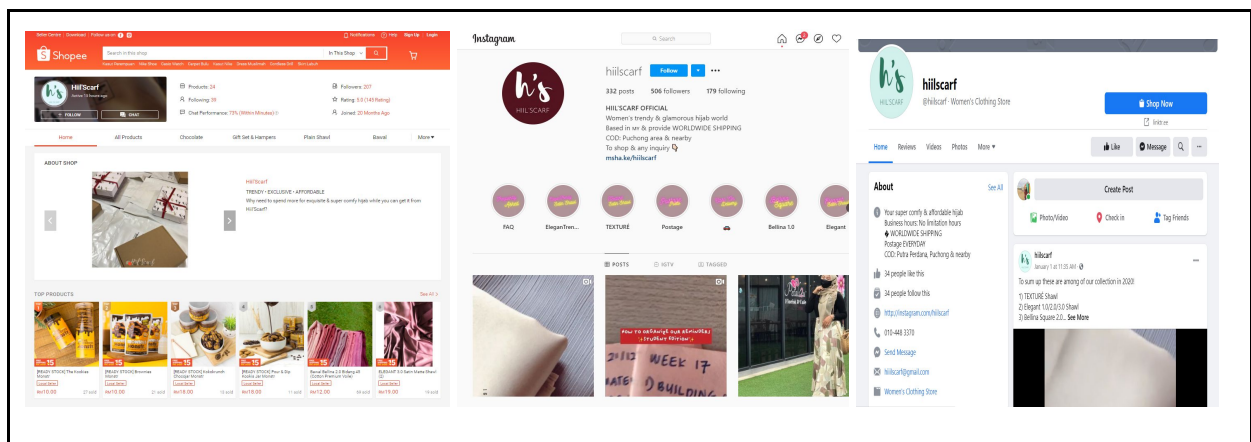
Every woman wants the perfect headscarves to match their outfit and be comfortable at the same time. Therefore, Nur Izzatul Farhanah bt Hamsa has decided to come up with an idea to create scarfs that can fulfill such requirements. Hiil'Scarf has varieties of choices to choose from. From bawal to shawl they have it all. This suits the need of women that want to be stylish while at the same time feeling good while wearing their scarf.

When it comes to women's wear, competitions are high between each small brand especially when they need to have a good marketing strategy and approach to customers. So, Hiil'Scarf's target is to approach those who seek for beautiful scarfs but with reasonable price. Her scarfs are even considered low compared to other brands and that is why people are buying her scarfs. Her scarfs managed to attract her targeted market which is women who cannot afford expensive scarfs but wanted to have comfortable clothing with premium material.

## THE BUSINESS HISTORY

Nur Izzatul Farhanah started her own business because she was tired of finding the suitable hijabs for her. Most of the hijabs in the market do not meet her standards. For example, to shape the "tudung awal" on the head is not as easy as the fabric material also needs to be considered. "Tudung awal" is the common name for square hijab among Malaysian Muslim girls.

Due to that experience, she had wasted a lot of money on finding the right hijab. From that, she believed that there had to be a better way to solve these dilemma. She took on an opportunity that is valuable and got onto business straight away, even without any experience or skill set. Later on, in 2019, she opened her own small business called Hiil'Scarf. She begins by promoting her first collection by using the social media platforms such Instagram and Facebook. Besides that, Hiil'Scarf is also available on online shopping platforms like Shopee. From there, her brand quickly became known by the public.



*Figure 2: Hiil'Scarf online platform*

Hiil'Scarf first launched on 25 July 2019, it starts with the best and most comfortable cotton material. Every part of the product is carefully managed from the material to the packaging. Until now, she had produced five collections of scarves and successfully expanded her business extensively in the fashion industry.

## **THE BUSINESS STRATEGIES**

As technology develops rapidly in the 21st century, the Internet is used widely worldwide. In these few years recently, online business began to be famous among the citizens in well-developed countries. Online business means buying and selling products or services via online, all the payments can be done either through online banking or cash on delivery. During the pandemic of Covid-19, lots of businessmen or entrepreneurs had started selling their products online, this is due to the instructions given by the government where businesses are not allowed to open or only open for a limited time. Hence, the competition among online businesses is getting intense.

In order to shine among other competitors, Nur Izzatul Farhanah and her team need to plan out a good strategy to manage their business. Their main strategy is to design or create a brand new collection which can be a trend among the hijab wearing women before any other competitors did. This is indeed a very good strategy as we know in the fashion industry, the pioneer of a particular trend will earn the most compared to the followers of the trend.

Beside that, they also planned to expand their business by hiring more agents and partnering with any local tailors to produce more hijab for Muslim women. This is also a good step as collaboration with local tailors can develop a good reputation for the brand. Hiring agents to promote the brand will also boost the monthly sales.

Lastly, they also planned to increase the exposure of the brand via social media such as Facebook, Instagram, Twitter and many more. Advertisements are important to create buzz for the brand. Another good way of advertising is collecting testimonials, feedback and comments from previous customers. With all these positive feedbacks, it is easier to build trust from any new customers. Hence, the business can grow bigger when the amount of customers is growing exponentially.

## **THE CHALLENGES IN BUSINESS**

As we all know, pandemics have hit the whole world and this truly gives a huge impact not only in our country, Malaysia but also the whole world. A pandemic is defined as “an epidemic occurring worldwide, or over a very wide area, crossing international boundaries and usually affecting a large number of people. Coronavirus disease 2019 (COVID-19) has caused a major economic shock. This has caused the majority of the people around the world including our country Malaysia to suffer and struggle in their lives. Living their lives means that they have to find or search different ways to find money to support their own family and also their own self. They need to find money to eat, to pay all important bills such as house, transportation and so on.

For them to sustain their business, especially Hiil'Scarf, Nur Izzatul Farhanah tries to widen their platform to reach more people as nowadays since the breakout of pandemic COVID-19, there are a lot of new businesses and start up anywhere we go especially on social media. So, this shows that there is a lot of competition in business especially in the clothing section such as clothes, scarf, pants and others.



*Figure 3: Hiil'Scarf products vs other products*

Other than that, she is also currently a 20 years old student pursuing her degree at University of Technology, Malaysia. So, she needs to know how to manage her time well. She needs to divide her time between business and study because both business and study are very important to her. Business consumes a lot of time especially when you are the one who manages everything in terms of stocks, quality of products, packaging, posting and others. She needs to do quality checks by herself so that there are no defect items being sold to her customers. If there are any defect products she needs to sell them with a cheap price rather than throw them away to minimize loss. All of these really show the struggle of her being a businesswoman and a student simultaneously.



## **THE STRENGTH AND WEAKNESS**

Nothing is created or born perfect in this world, the same goes to this business. They will have positive and negative sides, good and bad as well as strengths and weaknesses. Some of us know our own strengths and weaknesses but some of us do not. We need to know our own strengths and weaknesses in order to do improvement to become better but it is worse if we know our own weaknesses but refuse to change. Luckily, Nur Izzatul Farhanah knows her strengths and weaknesses very well.

First of all, her strength in this business is that she knows what she is doing without regrets and plans her own bright future. What is good is that she loves and is passionate for designing the whole product including the hijab until the packaging of it. With these love and passions, it is hard for her to give up easily when facing difficulty or when having a bottleneck because she likes what she is doing and it is hard to lose interest in it. Based on Hiil'Scarf's amazing creativity, they will definitely try to come up with something new and out of the box from the packaging until the hijab itself. Furthermore, in order to keep the environment from getting worse, they have decided to choose all the packaging and waybills to be reusable so they can reuse the package, resulting in less need for material on packaging and also reduce the harmfulness to the environment at the same time.

Whereas for the weaknesses part is that, as for now, she is currently having some time management problems because she needs to focus both education as well as business. It is very busy and hectic to do her own business but also study at the same time. As we all know that study might actually occupy a lot of time such as homeworks, assignments, revisions, presentations and tests. On the other hand, business also occupies time as we need to do marketing, networking, stock-check, designing, packaging and even delivery. Both of them occupy time, and that is why she sometimes gets lost in time. However, that would not stop her from forwarding and keeps on improving.

### A. Meeting minute

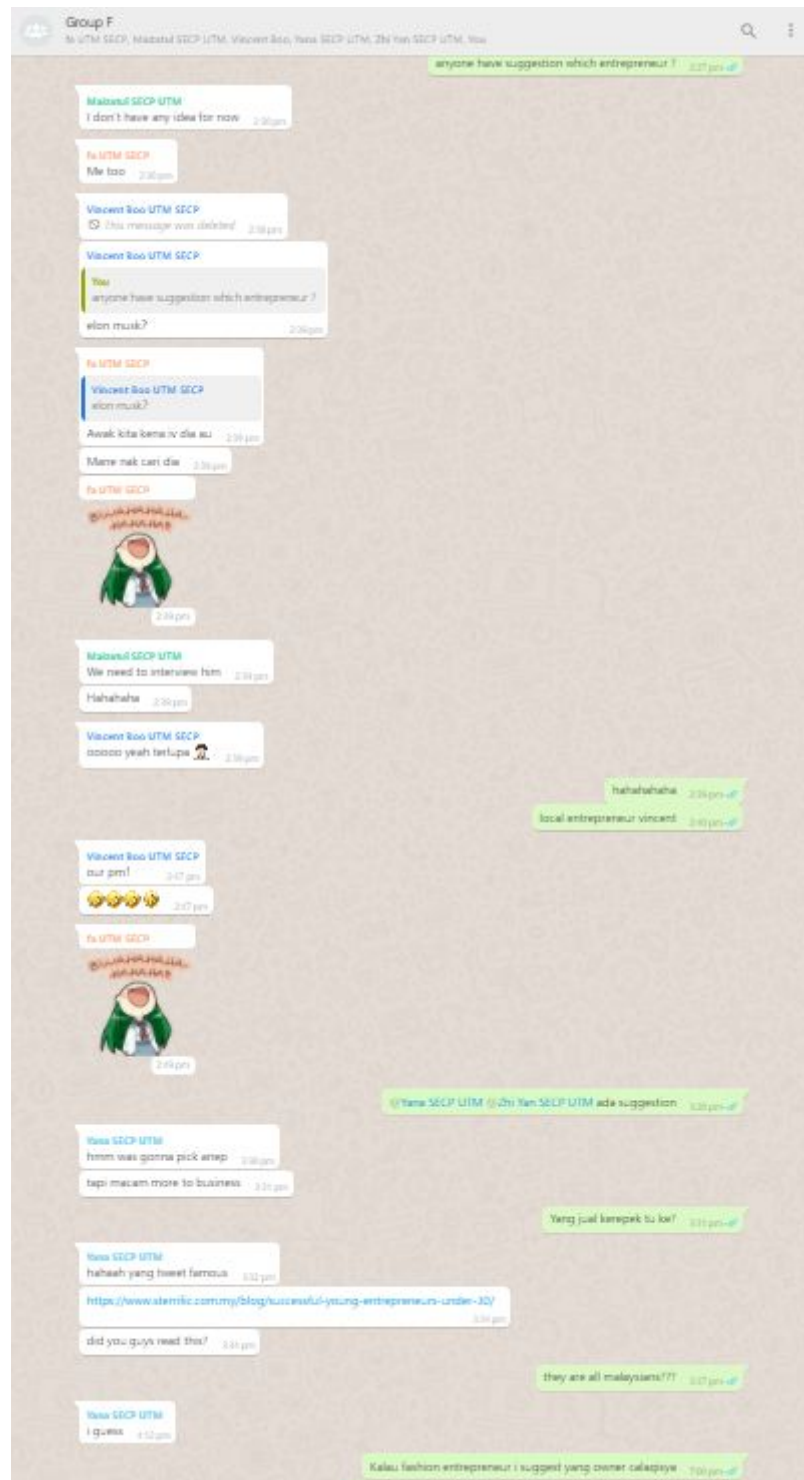










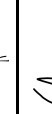
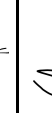


Figure 4: First Meeting Agenda

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda			Other Remarks e.g potential problems/ difficulties/limitations	
				Date: 24/12/2020 Time: 14:00	Who took the notes? Name: Everyone	Who is leading the discussion? Name: Maizatul Afrina		
				No	Agenda Items What are the things discussed at the meeting?	Who is talking/giving ideas? What action needs to be taken? What do we need to bring?		
1	Nurarissa Dayana			1	Choose entrepreneur for interview	Every member	Make a research on online platform	
2	Nurfarrahin			2				
3	Sakinah Al'izzah			3				
4	Yong Zhi Yan			4				
5	Maizatul Afrina Safiah			5				
6	Vincent Boo							

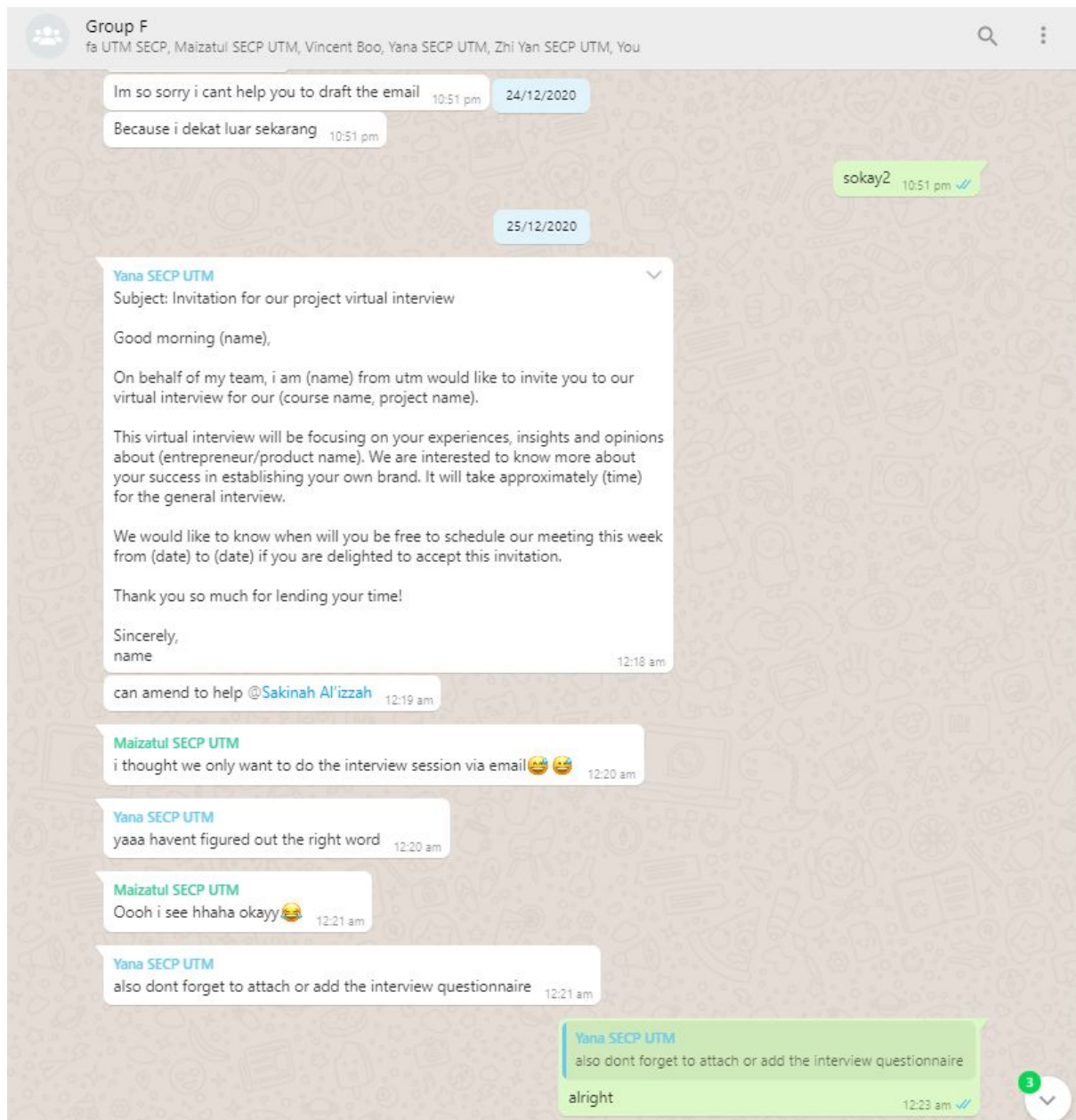














Figure 5: Second Meeting Agenda

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda				Other Remarks e.g potential problems/ difficulties/limitations
				Date: 25/12/2020 Time: 12.08 am	Who took the notes? Name: Nurarissa Dayana	Who is leading the discussion? Name: Sakinah		
No	Agenda Items What are the things discussed at the meeting?	Who is talking/giving ideas?	What action needs to be taken? What do we need to bring?					
1	Nurarissa Dayana			1	Make an email draft	Every member	Send out invitation emails to potential entrepreneurs	
2	Nurfarrahin			2	Contact the entrepreneur	Sakinah Al'izzah	Communicate with entrepreneur by email and social media	
3	Sakinah Al'izzah			3				
4	Yong Zhi Yan			4				
5	Maizatul Afrina Safiah			5				
6	Vincent Boo							

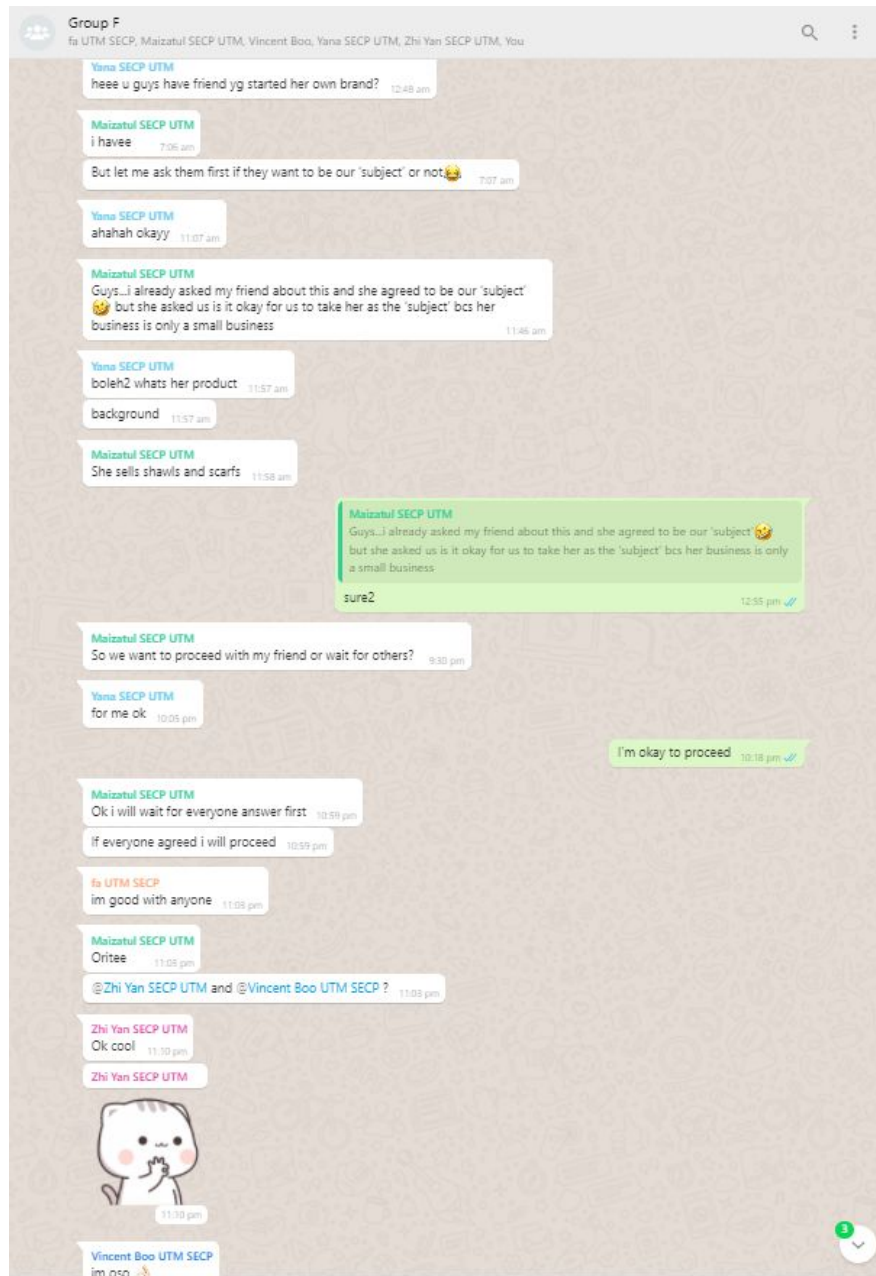



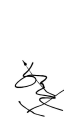










Figure 6 : Third Meeting Agenda

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda				Other Remarks e.g potential problems/ difficulties/limitations
				Date: 1/1/2021 Time: 12:48	Who took the notes? Name: Everyone	Who is leading the discussion? Name:Nurarissa Dayana	What action needs to be taken? What do we need to bring?	
					No	Agenda Items What are the things discussed at the meeting?		
1	Nurarissa Dayana			1	Choose other entrepreneur	Maizatul Afrina,Nurarissa Dayana	Find someone relative that started their own brand	- Falling behind schedule because none of the entrepreneurs reply our emails
2	Nurfarrahin			2				
3	Sakinah Al'izzah			3				
4	Yong Zhi Yan			4				
5	Maizatul Afrina Safiah			5				
6	Vincent Boo							

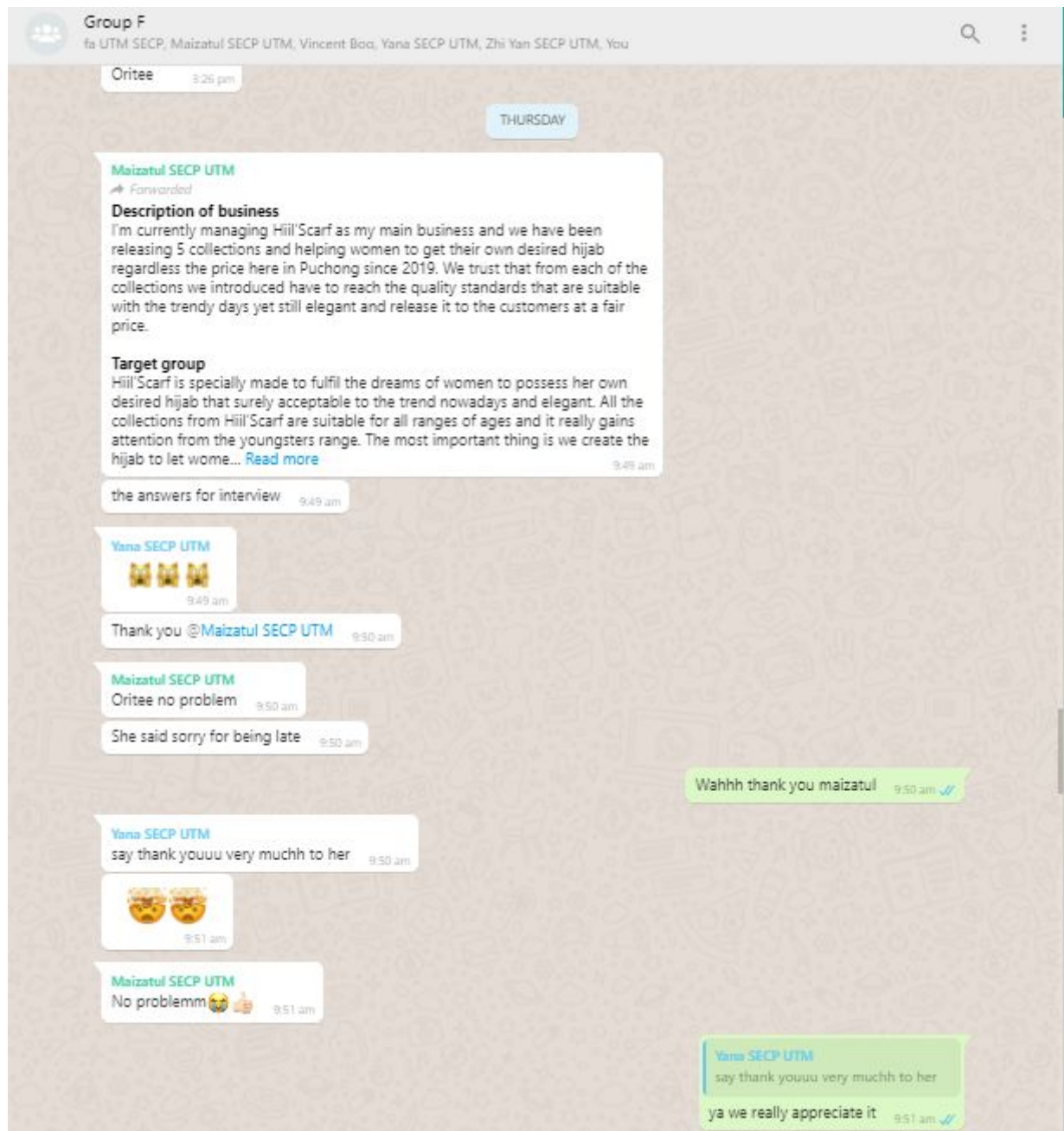




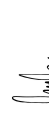









Figure7 : Fourth Meeting Agenda



No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda				Other Remarks e.g potential problems/ difficulties/limitations
				Date: 7/1/2020 Time: 9:49	Who took the notes? Name: Everyone	Who is leading the discussion? Name: Maizatul		
1	Nurarissa Dayana			1	Update on our chosen entrepreneur	Maizatul	Finalize our chosen entrepreneur	-
2	Nurfarrahin			2	Get all the necessary background informations from the entrepreneur	Every member	List out every questions to ask and prepare questionnaire	
3	Sakinah Al'izzah			3				
4	Yong Zhi Yan			4				
5	Maizatul Afrina Safiah			5				
6	Vincent Boo							

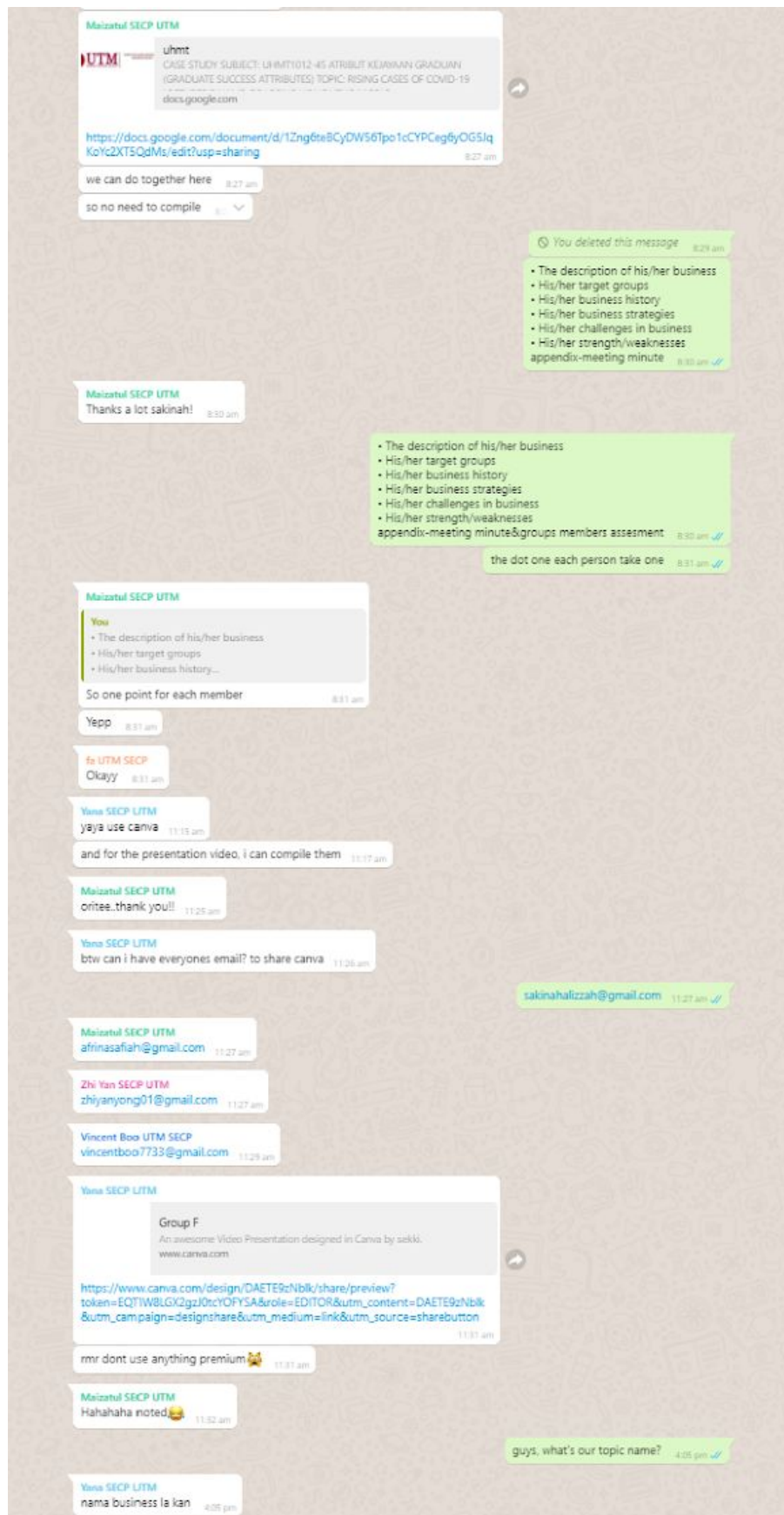










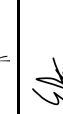



Figure 8: Fifth Meeting Agenda

No.	Group Members	Time Arrival with Signature	Time Finish with Signature	Group Meeting Agenda				Other Remarks e.g potential problems/ difficulties/limitations
				Date: 11/1/2021 Time: 08:30	Who took the notes? Name: Everyone	Who is leading the discussion? Name: Sakinah		
							No	
1	Nurarissa Dayana			1	Divide tasks for report	Every member	Compile report parts	- Time constraint
2	Nurfarrahin			2	Decides video tasks	Every member	Record video and create slides	
3	Sakinah Al'izzah			3	Fill in Peer evaluation	Every member	Attach peer evaluation	
4	Yong Zhi Yan			4				
5	Maizatul Afrina Safiah			5				
6	Vincent Boo							

## B. Group members assessment

### PEER EVALUATION FORM

Name: Maizatul Afrina Safiah Binti Saiful Azwan

Matrix Card No: A20EC0204

Date : 13/1/2021

Write the names of your group members in the numbered boxes. Then, assign yourself a value for each listed attribute. Finally do the same for each on your group members and total all of the values.

Values: **1**= Strongly Disagree **2**=Disagree **3**=Agree **4**= strongly agree **5**= Distinction

Attribute	Maizatul	Nurarissa	Nurfarrahin	Sakinah	Vincent	Yong Zhi Yan
1. Was dependable in attending group meetings.	5	5	5	5	5	5
2. Willingly accepted assigned tasks.	5	5	5	5	5	5
3. Contributed positively to group discussion.	5	5	5	5	5	5
4. Completed work on time or made alternative arrangements	5	5	5	5	5	5
5. Did work accurately and completely	5	5	5	5	5	5
6. Worked well with others group members	5	5	5	5	5	5
7. Share time, knowledge. And credit with other team members	5	5	5	5	5	5
8. Creates a positive team environment; builds trusting relationships	5	5	5	5	5	5
Mark	40	40	40	40	40	40
Average/20 %						20

## PEER EVALUATION FORM

Name: Sakinah Al'izzah binti Mohd Asri

Matrix Card No: A20EC0142

Date : 13/1/2021

Write the names of your group members in the numbered boxes. Then, assign yourself a value for each listed attribute. Finally do the same for each on your group members and total all of the values.

Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distinction

Attribute	Sakinah	Nurarissa Dayana	Nurfarrahin	Yong Zhi Yan	Maizatul Afrina	Vincent
1. Was dependable in attending group meeting	5	5	5	5	5	5
2. Willingly accepted assigned tasks.	5	5	5	5	5	5
3. Contributed positively to group discussion	5	5	5	5	5	5
4. Completed work on time or made alternative arrangements	5	5	5	5	5	5
5. Did work accurately and completely	5	5	5	5	5	5
6. Worked well with others group members	5	5	5	5	5	5
7. Share time, knowledge and credit with other team members	5	5	5	5	5	5
8. Create a positive team environment; builds trusting relationships	5	5	5	5	5	5
Total mark	40	40	40	40	40	40
Average / 20%						20

## PEER EVALUATION FORM

Name: Nurarissa Dayana Binti Mohd Sukri

Matrix Card No: A20EC0120

Date : 13/1/2021

Write the names of your group members in the numbered boxes. Then, assign yourself a value for each listed attribute. Finally do the same for each on your group members and total all of the values.

Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distinction

Attribute	Nurarissa	Maizatul	Nurfarrahin	Sakinah	Vincent	Yong Zhi Yan
1. Was dependable in attending group meetings.	5	5	5	5	5	5
2. Willingly accepted assigned tasks.	5	5	5	5	5	5
3. Contributed positively to group discussion.	5	5	5	5	5	5
4. Completed work on time or made alternative arrangements	5	5	5	5	5	5
5. Did work accurately and completely	5	5	5	5	5	5
6. Worked well with others group members	5	5	5	5	5	5
7. Share time, knowledge. And credit with other team members	5	5	5	5	5	5
8. Creates a positive team environment; builds trusting relationships	5	5	5	5	5	5
Mark	40	40	40	40	40	40
Average/20 %						20

## PEER EVALUATION FORM

Name: Nurfarrahin Binti Che Alias

Matrix Card No: A20EC0121

Date : 13/1/2021

Write the names of your group members in the numbered boxes. Then, assign yourself a value for each listed attribute. Finally do the same for each on your group members and total all of the values.

Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distinction

Attribute	Nurfarrah in	Nurarissa Dayana	Sakinah	Yong Zhi Yan	Maizatul Afrina	Vincent
9. Was dependable in attending group meeting	5	5	5	5	5	5
10. Willingly accepted assigned tasks.	5	5	5	5	5	5
11. Contributed positively to group discussion	5	5	5	5	5	5
12. Completed work on time or made alternative arrangements	5	5	5	5	5	5
13. Did work accurately and completely	5	5	5	5	5	5
14. Worked well with others group members	5	5	5	5	5	5
15. Share time,knowledge and credit with other team members	5	5	5	5	5	5
16. Create a positive team environment;builds trusting relationships	5	5	5	5	5	5
Total mark	40	40	40	40	40	40
Average / 20%						20

## PEER EVALUATION FORM

Name: Yong Zhi Yan

Matrix Card No: A20EC0172

Date : 13/1/2021

Write the names of your group members in the numbered boxes. Then, assign yourself a value for each listed attribute. Finally do the same for each on your group members and total all of the values.

Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distinction

Attribute	Yong zhi yan	Nurarissa Dayana	Sakinah	Nurfarran	Maizatul Afrina	Vincent
17. Was dependable in attending group meeting	5	5	5	5	5	5
18. Willingly accepted assigned tasks.	5	5	5	5	5	5
19. Contributed positively to group discussion	5	5	5	5	5	5
20. Completed work on time or made alternative arrangements	5	5	5	5	5	5
21. Did work accurately and completely	5	5	5	5	5	5
22. Worked well with others group members	5	5	5	5	5	5
23. Share time, knowledge and credit with other team members	5	5	5	5	5	5
24. Create a positive team environment; builds trusting relationships	5	5	5	5	5	5
Total mark	40	40	40	40	40	40
Average / 20%						20



## PEER EVALUATION FORM

Name: Vincent Boo Ee Khai

Matrix Card No: A20EC0231

Date : 13/1/2021

Write the names of your group members in the numbered boxes. Then, assign yourself a value for each listed attribute. Finally do the same for each on your group members and total all of the values.

Values: 1= Strongly Disagree 2=Disagree 3=Agree 4= strongly agree 5= Distinction

Attribute	Vincent	Nurarissa Dayana	Sakinah	Yong Zhi Yan	Maizatul Afrina	Nurfarr ahin
25. Was dependable in attending group meeting	5	5	5	5	5	5
26. Willingly accepted assigned tasks.	5	5	5	5	5	5
27. Contributed positively to group discussion	5	5	5	5	5	5
28. Completed work on time or made alternative arrangements	5	5	5	5	5	5
29. Did work accurately and completely	5	5	5	5	5	5
30. Worked well with others group members	5	5	5	5	5	5
31. Share time, knowledge and credit with other team members	5	5	5	5	5	5
32. Create a positive team environment; builds trusting relationships	5	5	5	5	5	5
Total mark	40	40	40	40	40	40
Average / 20%						20