

Module 4: Creating my own sustainable Company

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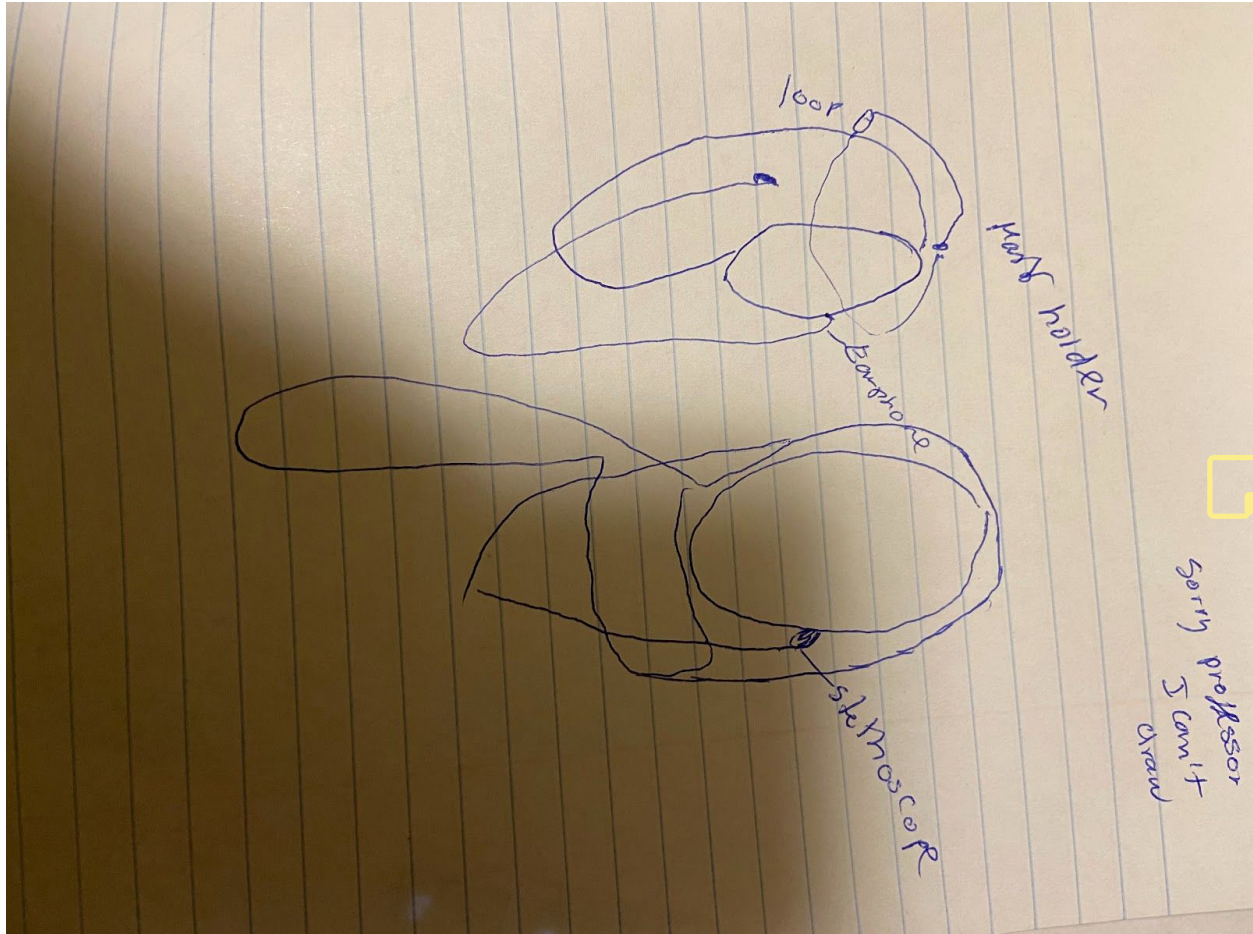
Sustainability on Hijabs

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My company is a modest sustainable company that will be introducing a loop hijab and a mask holder hijab that will be easy to attach on top of the hijabs. This will make life easy for women in hijab to put their earpods/earphones on, they will not have to worry about taking their hijabs off everytime they forget to put on their earpods or mask. This will also be helpful and useful for our frontline workers who are always busy and working at a fast space they don't have to worry about fixing their hijabs all the time or looking crazy they can easily put their stethoscope with the two loops hijabs and attaching their masks to the hijab mask holders without having to always go under their hijabs to do it. This will also prevent women in hijabs from showing their hair because if you are fixing your hijabs all the time chances are you will accidentally show a piece of hair. The material I will be using for the hijabs will be 100% natural

jersey material because jersey materials are easy to wear and style which will make it easy to put on the earpods and mask on the mask holders. My company will be a sustainability company which will be all about providing high quality products so that consumers will have the ability to reuse their hijabs for the longest, not just use it once. This will also help save the environment because I will be all about the safety of the environment and customers which is the reason why I will be selling high quality hijab and will try to go as sustainable as I can. High quality products will allow a long term use.



Swot analysis

Strength:

- Good marketing strategy
- Customer engagement
- Customer loyalty
- sustainable



Weaknesses:

- New in the market
- Not enough funding
- Limited distribution
- Not enough high social media influencers

Opportunities:

- Trusting vendors
- Global use
- High quality products

Threat:

- Covid-19
- Financial crisis
- Lots of competitors

There's a hijabi owned business that recently started selling the same hijabs as me with the loops on the hijabs for earphones/ earpods. They will be my biggest competitors because they already started selling what I have in mind and they have been in the market for the longest.

However I believe that my product will outdone theirs because I will be providing both earphones loops and mask holder in one hijab which is a high demand right now in the market for hijabis and I know with the right marketing I wouldn't have to worry about my competitors also the fact that my hijabs are sustainable will make it even better because not only it will be reusable for the longest the prices will also be affordable. The goal is to have high quality products with an affordable price rate. Looking at my competitors price rate for their hijabs it ranges from \$15.99 to \$24.99 which is honestly too high for a hijab. My price range for my hijabs will be from \$7.99 to \$12.99. Which will be very affordable and will make people buy more of my products and my biggest focus will be getting customers back and making sure they are satisfied with my products so that they will help me grow my business. I will have very high customer experience skills ,customer service and customer engagement. I would like my brand to have a friendly relationship with customers. I want them to feel comfortable when shopping with me so that I can get their trust. My products will also go international because it will be representing every hijabi in this world and with the pandemic going on, this will be handy in the market.

The prices of my hijabs will cost from \$7.99 to \$12.99. Which is a reasonable price for my demographics who are college students, working professionals, nurses/doctors/ and muslim

girls. My demographics are every muslim woman around the world and I target college students the most because I understand them and I know what they want and are looking for because I am going with the same struggle, therefore I am using my struggle to an advantage. The ages I will be targeting are 18-55 because I remember having a conversation with women around my mom's age about the struggle of putting on masks under the hijabs and they were looking for mask holders to make life easier for them. And the same conversation I had with girls my age they were mostly saying sometimes they will do their makeup, finish styling their hijabs and then forget about the mask now they will have to start all over again with styling the hijab . This sustainable hijab that my company is planning on creating will really be beneficial for my demographics. They will feel very special and I can feel it they will say someone finally listened to them. Our Hijabs will be really beneficial to healthcare workers too because a lot muslims around the world are healthcare workers looking for sustainable hijabs, but can't find anywhere. For example Hilal ibrahim is a health worker and the pandemic an incident occurred to her at work when a patient's blood got into her uniform the hospital offered for her to change her uniform into a different gown, but because her hijab was also dirty she had to go home. That made her to start creating her own sustainable hijabs that will come needy to the healthcare workers. The reason why she started her own hijab line was because she said "I couldn't find an appropriate headscarf that was affordable, that was sustainable, that was beautiful," she told CNN. "No one was making it, so I had to make something." I can just imagine how many people are going with the same struggle, but might not be as creative as Halil Ibrahim, which is where my company will come in to help people with sustainable hijabs.

If my product goes viral which it probably will because of the demand and need of hijabs that can make life easy for hijabis around the world during this pandemic and the modern world we are living in, with people using earbuds and earphones literally everywhere and the fact that people can't leave their homes without these an earpods or mask is most now. To avoid mass production and harming the environment after my pieces sell out and I see they are a lot of demands for it still I will recommend customers to pre order in which my factory will be manufacturing a specific amount of pieces and if those sell out and we know how much we will need to produce for the next batch. I will be very informative with the pre order technique with my customers I will tell them the same exact time or approximate of when they will receive their orders once they pre order for example I will tell them it will take about 2-3 weeks to get their orders so that if we get 100 pre orders in one week we will start working on the orders immediately, but make about 150 so that we will not be making a mass order of hijabs which will be wasted and since our company is about providing high quality products and being as sustainable as we can we will want the customers to use their hijabs for the longest. For example we learned the pollution the fashion industry was causing to the earth because of mass production people were only wearing their clothes once and that was it. The clothes were not made to last and our goal is to avoid that because we are trying to make the earth a better place.

Yes I will be able to make profits by sustaining the fair trade principles. The way I will be able to do this is by making sure that I introduce new products to my customers often and being as creative as possible go with the trends, but make the trend sustainable and for example if I start with new colors this season to bring out different colors next season by doing is by understanding my colors forecasting and engaging with my consumers by asking them questions about what colors will they prefer to see on specific product the most because I would

like to make something that will last long but that will also sell fast because I wouldn't want the product to go into waste. The way I will be making profits is by doing a lot of research to know what my demographic wants and to always provide high quality products because it will make customers to always come back to you for more. I will also try to introduce new things everytime and to also expand my products for I started with hijabs that with loops and mask holders next I will have have hijabs that comes with mask that way you don't have to worry about buying a mask because it will already be attached to your hijab which will make it easier to put it on take it off. Keep being creative and expanding my products to sustainable products will make me have profits while not polluting the environment. This will not affect my cost and demographics because I am selling them what they want at reasonable prices and also introducing new sustainable products all the time will make them feel happy and will give them the courage to always buy from me because we have a strong customer relationship and trust. I believe that even if I increase my prices a little bit it will not affect my demographic because they know my company to always provide good quality materials that are sustainable and will be reusable.

Reference

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