



Proposed Business Strategy for Hoodjabe Wear

Rashyida Amyra Razali

Master of Tourism Management, Silk Road International University of Tourism and Culture Heritage,
Samarkand Uzbekistan, E-mail: rashyida.amyra.razali@univ-silkroad.uz

Sobirov Bobur Baxtishodovich, Ph.D

Associate Professor, Silk Road International University of Tourism and Culture Heritage, Samarkand
Uzbekistan, E-mail: sobirov.bobur@univ-silkroad.uz

ABSTRACT

The changing lifestyle of Muslim ladies nowadays requires a kind of clothing that fits their active lifestyle, especially when traveling and going on a holiday. However, they must bring many clothes such as long-sleeved clothing and long scarves to suit their attire that complies with the Syariah. Hoodies are becoming a typical style for them due to their simplicity. Therefore, the new inventive dress for Muslim ladies is designed and named Hoodjabe Wear. This new attire is appropriate for Muslim ladies' daily activities and traveling. I want to address the problem that the hijab will be out of place after a while. Therefore, I want to consider how we can provide women with the options they deserve – hijabs that they can wear easily and travel freely, securely, comfortably, and beautifully. When people travel, especially overseas, they tend to wear a hoodie because it is comfortable and gets cold when riding the plane. For women, specifically, those who wear hijabs, wearing a hoodie sometimes will crumple their hijab or scarf every time they use the hood over their head.

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INTRODUCTION

With the rising trend of hijab style among women nowadays, technology and the fashion industry have become more advanced to ensure they can to hijab women need in terms of clothing, be it from active wear to lifestyle outfits. Businesses have come up with a few options for active wear for hijab women to ensure they can empower women in their active lifestyle. Thus, it led to the innovation of Hoodjapie Wear, the purpose of the product is to cater to lifestyle clothing for hijab women who like to travel.

Holiday preparations are difficult enough, and as hijab-wearing Muslims, we are well aware of our self-consciousness about our looks. Because we are self-conscious about our appearance, we are sometimes scared to leave our comfort zones. Hoodies are long-sleeved, warm garments with a hood. They are popular among teenagers, but adults should like them as well. Wearing a hijab while traveling can make you seem stylish (Baker, 2021). We are fortunate to live at an era when hijabis are gaining popularity. A few decades ago, many Muslim women would not have dared to go alone.

Today's hijabis are confident enough to pursue their dreams, including globe-trotting (Hidjabaya, 2022). Even if it's simply a quick trip to the grocery store or pick up their Shopee delivery, hijabis will need to cover their hair swiftly. Other than that, the hijab will become unsuitable for extended ear or plane rides.

1. Background

As the number of women who begin to wear a hijab increases, our company is considering launching a hijab-inspired product. Moreover, many 'hijabis' women are now referred to as 'hijabistas,' which refers to a woman who wears the hijab and has a keen sense of fashion. Typically, a sweater or hoodie becomes a favorite because it is both stylish and comfortable. Consequently, our organization initiated the development of a product that combines the hijab and hoodie.

In order to generate estimates, market trends must be evaluated. The price of a product suited to its target market is determined by analyzing market trends, which reveal the purchasing habits of consumers, their employment status, and their competitors. In addition, market trends are influenced by the product's supply and consumer demand. For instance, if demand for a product increases, consumers will increase their willingness to pay, while sellers will increase their desire to obtain a larger sum of money. This establishes a connection between consumer demand and supply for determining the most accurate product price.

2. Research Objectives

The purpose of this research is to find out the problems faced by Hoodjapie Wear in terms of the customer acceptance of the product and determine its possible weaknesses, beside that it aims at proposing a new marketing strategy for the company's development.

3. Product Objectives

The objective of this product is to create a travel-friendly hoodie with innovation. The product will be attaching a hijab with a hoodie. It will be adjustable, and women do not have to worry about crumpling or ruining their hijab style.

- a) To provide women with a hijab option that is convenient to be worn anytime, any day within 5 minutes.
- b) To provide women with a friendly and comfortable hijab for them to travel.

c) To provide Muslimah with a one-piece of convenient clothing and still Syariah compliance.

4. Limitation

In order that this study is not very widespread and can focus on things that is investigated, the limitation of the study is as followed.

- a) This study focuses only on the acceptance of the Hijab in the respondent country
- b) Mostly this research respondents are from Malaysia

Business Issues Exploration

1. Internal Analysis

The internal analysis is divided into two sections; STP analysis (Segmenting, Targeting and Positioning) and Marketing Mix analysis (Product, Place, Price and Promotion)

1.1 STP

Segmentation, as explained by Kotler & Armstrong (2010), is the division of customers into unique groups based on their demands, traits, and/or behaviors, which may necessitate a separate product and marketing strategy. This segmentation focuses on individuals who intend to purchase Hoodjapie products for personal use.

For this reason, the segmentation analysis will be divided into a number of characteristics, including geographical or location variables, demographic variables, and psychographic variables.

Hoodjapie's target market consists of women between the ages of 20 and 31, whose occupations include employees, businesswomen, and housewives, whose social class ranges from middle-class to upper-middle class, and whose way of life is to follow fashion trends.

With Positioning is about the brand's interaction with other brands aimed at the same market segment; it's about the place the brand occupies in consumers' minds compared to other brands (Blythe, 2006).

Hoodjapie's positioning, according to the company's founder, is to make the hijab a part of an outfit that is simple to wear without compromising modern fashion.

2. SWOT Analysis

SWOT analysis is a technique for identifying and analysing strengths, weaknesses, opportunities, and threats. In business, it is a strategy for evaluating the four components of a company's business. This may be utilized to the greatest benefit of a company since it is able to minimize the possibility of failure by identifying what the business is lacking and able to reduce the business's concerns. Two local businesses, "dUck" and "Naelofar Hijab," have been selected as our opponents, and SWOT analysis will be conducted on them to learn about the strengths, weaknesses, opportunities, and threats of our competitors.

STRENGTHS

1. Offers a unique combination of outfits that are both stylish and comfortable, making it ideal for both travel and everyday use
2. Affordable, simple but fashionable
3. More practical and have more elements like an anti-wrinkle shawl and detachable face mask extender

WEAKNESSES

1. A lack of brand recognition
2. The selection of materials and products is quite limited compared to Naelofar Hijab and dUCK
3. Not ideal for older women

OPPORTUNITIES

1. Potential increases in the number of women wearing hijabs around the nation
2. Various online platforms to use, like a website or other social media, in marketing the product to reach a larger market, like dUCK and Naelofar Hijab
3. Create a new market in Uzbekistan country

THREATS

1. People copy the concept of our product and sell them as their own.
2. Many competitors in hijab business
3. The frequent shifts in fashion and the hijab.

3. The Findings of the Questionnaire

The study was conducted on 54 respondents and the questionnaire was distributed through Google Forms. There are 4 parts to the questionnaire namely Part A: Demographic Profile, Part B: Individual Preferences, Part C: Buyer Respondent, and Part D: About the Product.

In Part A: Demographic Profile, results show that out of 54 respondents, (68.5%) are female while the rest (31.5%) are male. As for marital status, (51.9%) are single, (40.7%) are married, and (7.4%) are divorced. The respondents are coming from different age groups. The highest percentage is 30 years old and above (46.3%), meanwhile, the lowest percentage is coming from the 17-20 years old age group (7.4%). As mentioned above, the questionnaire is distributed through Google Forms and is open to all people around the world. The data shows that most of the respondents are coming from Malaysia (66.7%). Some of them are from other part of the world, Bangladesh (1.9%), Uzbekistan (1.9%), and Kazakhstan (3.7%). Most of the respondents are employed (55.6%), some are students (25.9%) and few of them have their own businesses (11.1%). Based on the demographic profile, we can conclude that the study was not focused on any groups of people.

Part B focused on respondents' individual preferences on the wearing of the hijab from the point of view of their respective Islamic knowledge. Based on the data, most respondents claim that they have good knowledge (63%) and fair knowledge (37%) of Islam. Although some women are not fully practicing the wear of hijab in their daily life, most of them agree that they are not being discriminated against in their society (81.5%), and only (14.8%) are saying that they experience the discrimination. As we know, the practice of Islam is not the same around the world. Some countries are too conservative meanwhile some countries are practicing human rights; it is their choice to wear or not wear the hijab. Hence, diversity shows different results in discrimination toward women. Although most of the respondents know that it is obligatory for women to wear hijab, there are some numbers that see hijab as a fashion item (42.6%). The scenarios are the same as women styling their hair and making it more fashionable, so do the hijabis want to style their hijab in more fashionable ways. So, (40.7%) of the respondents agreed that it is okay to combine the hijab with fashionable Western clothes, (33.3%) were

disagree and (25.9%0 were unsure about the combination. The results may be affected by the way respondents value the hijab.

The finding in Part C is very crucial in determining the future of this study. Part C focused on respondents’ preferences for hijab; material, weight, way of care, and comfort.

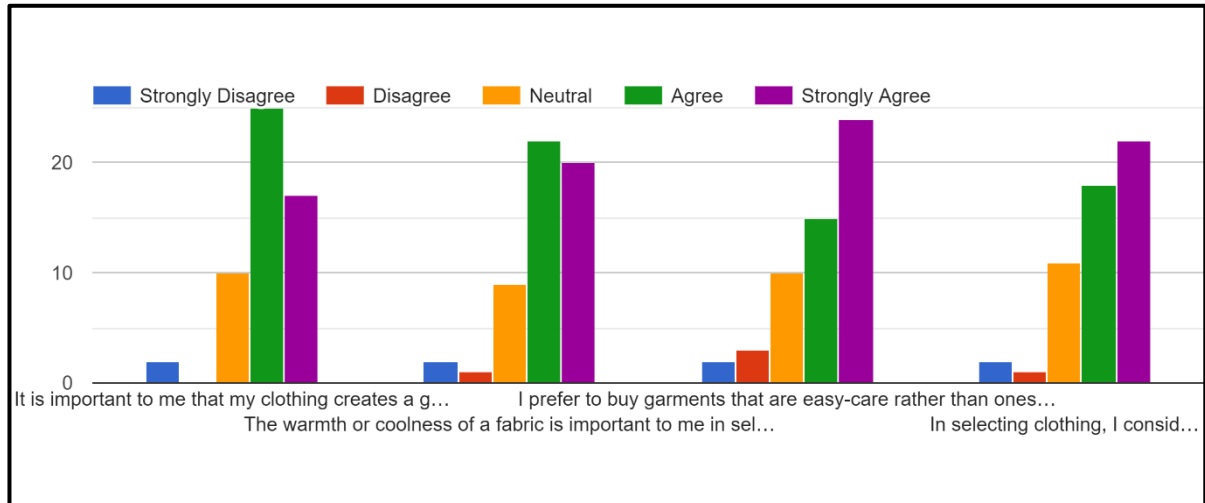


Figure 1

Based on Figure 1, shows that 25 respondents agree on “It is important to me that my clothing creates a good impression to others”, and 22 respondents agree on “The warmth or coolness of a fabric is important to me in selecting my clothing”, 24 respondents strongly agree on “ I prefer to buy garments that are easy-care rather than ones that require special treatment”, and 22 respondents strongly agree on “In selecting clothing, I consider which texture will be most pleasing next to my skin”. Based on the data collected, we can assume that the respondents are put extra attention to their hijab preferences that are easier for them to handle and comfortable for them to wear during the day. Knowing the respondents’ preferences can help in considering the business strategy for Hoodjable Wear. Materials play a crucial part in determining the comforts of hoodjable.

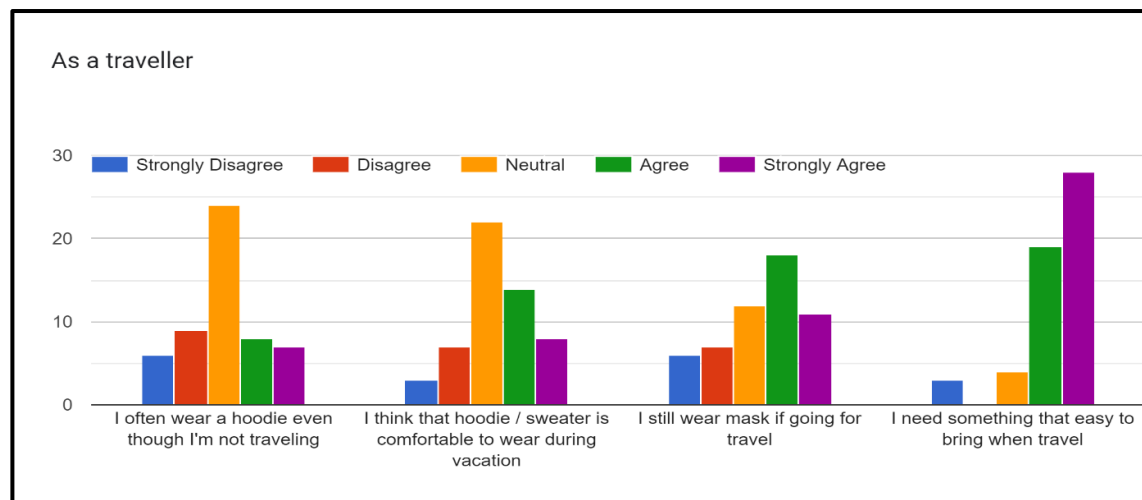


Figure 2

Figure 2 shows the response of respondents if they are travelers; what is their demand for outfits such as hijab and hoodie. The response varies as it based on their preferences. Two (2) out of four (4) questions show “neutral”, one (1) shows agree and (1) shows strongly agree. The highest answer (24 respondents) (neutral) was on the statement “I often wear a hoodie even though I’m not traveling”, and 22 respondents feels neutral on “I think that hoodie/ sweater is comfortable to wear during vacation”. Based on the data, we can say that the respondents are okay with the idea of wearing a hoodie; as it may be the best idea to combine it with hijab. Meanwhile, 28 respondents strongly agree that “I need something that is easy to bring when traveling”. This can lead to the idea of combining hijab and hoodies as they no longer need to bring different items. It really helps when traveling.

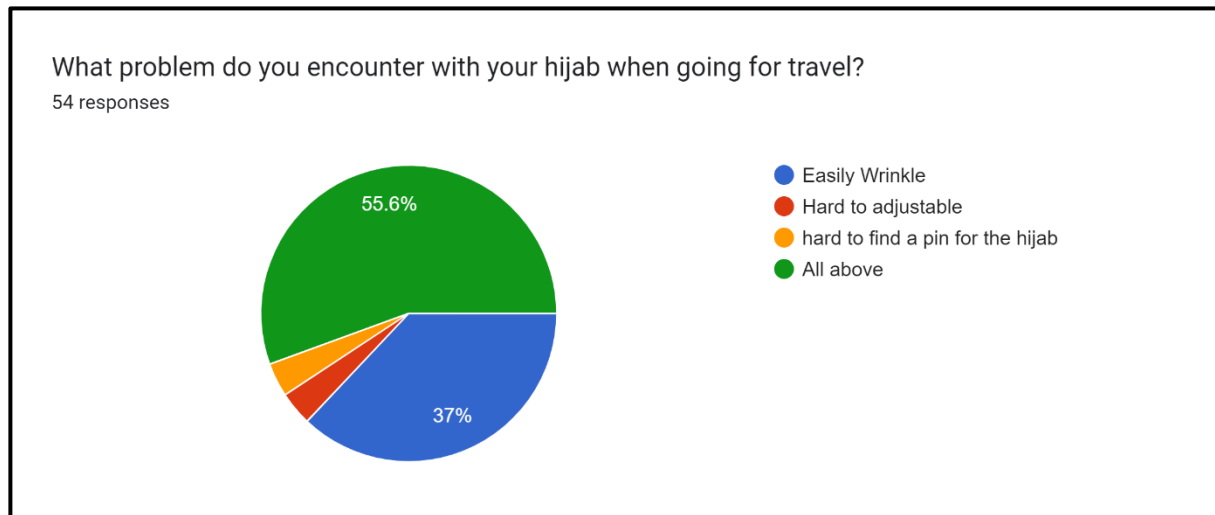


Figure 3

As shown in Figure 3, these are the problems that women always encounter during travel. Most respondents agree that the hijab is easily wrinkled, hard to adjustable, and hard to find a pin for the hijab (55.6%), and some respondents face an easily wrinkled hijab (37%). All these problems can be solved by selecting a suitable material. For example, wool or knit. Based on the finding in Section C, it shows that the demands will be based on the comfort and materials of the product.

Part D of the questionnaire is focused on the survey about the respondent’s acceptance of Hoodjable Products. (77.8%) of respondents are interested in buying Hoodjable Products for traveling purposes. As they find the hoodjable product can help them in many ways; saves time, fewer items to bring during travels, and the materials that hoodjable offers. Overall, the respondents are willing to purchase Hoodjable Products (88.9%), and (87%) agree that the hoodie hijab would be helpful, especially during travel. For the last question, some respondents are giving their opinions on improving the products, in terms of colors, materials of products, and designs, and size variation.

BUSINESS SOLUTION

1. Marketing

As mentioned in SWOT Analysis, one of the weaknesses is Hoodjable Products are not well-known yet. As there are many other hijab brands in the market, few measures need to be taken.

- a. Focus marketing on a digital platform such as Instagram, Facebook, and Shopeee.

b. Hiring a fashion influencer to promote the products. As we know, influencer now plays a big role, especially on social media.

2. Promotion

Promotions are important as they can attract more potential buyers. Some of the promotions are:

- a. Membership:
- b. Buy 2 Free Exclusive Merchandise:
- c. Discount:
- d. Rebate

IMPLEMENTATION

1. Marketing

- a) Focus marketing on a digital platform such as Instagram, Facebook, and Shopee. To compete with other brands, it is very important to make our brands well-known. It is because well-known products are easier to get customer trust and the customer is prone to purchase products that have a strong basis. For example, marketing teams focus on promoting the products on Instagram. It can be done by purchasing IG Ads and constantly posting every day without fail. By doing so, the engagement of posts will increase and can reach more customers.
- b) Another way to make the brands can be recognized by the potential buyer is by hiring a fashion influencer to promote the products. As we know, influencer now plays a big role, especially on social media. They are able to engage as much as they want with the potential buyer since they are famous. Nowadays, most people prefer to buy online rather than shop in a physical store. So, there are opportunities that the business owner can fully utilize. The target should be fashion influencers as it is closely related to each other. By doing so, the branding will become well-known in a short period.

2. Promotions

Promotions are important as they can attract more potential buyers. Some of the promotions are:

- a. Membership:

Hoodjapie offers free membership registration twice a month. It can attract buyers to register because there will be many benefits that they can enjoy once become a member. The membership card can get a 10% discount on 2nd purchase and free congratulatory items on birthday occasions.

- b. Buy 2 Free Exclusive Merchandise:

Currently, Hoodjapie has some sort of exclusive brooch left. So, each customer (member and non-member) that purchases 2 hoodjapie in a single receipt will get one exclusive brooch. The brooch is an exclusive brooch as it can engrave names and made up of metal. Indirectly, it helps the public to know the brand.

- c. Discount:

Hoodjapie conducts periodic discounts for special dates such as 11.11, 12.12, and 1.1 on some selected products. It is expected that Hoodjapie and the customers will get benefits and no pile of unsold products in storage.

d. Rebate

Hoodjapie gives an RM10 rebate (2.26 USD) for every purchase through www.hoodjapie.co. The rebates are only can enjoy by the members of Hoodjapie.

Conclusion

Through an analysis of the study data, it has been determined that the majority of this product's potential customers are still-studying and employed women. In addition, some of them are single while others are married. Moreover, our prospective customers are not overly concerned with the price range, as our company will offer Hoodjapie at a reasonable price. Thus, it is available to everyone, regardless of occupation, and is especially appealing to students who have a strong interest in trendy clothing, such as our Hoodjapie brand.

Similarly, the male respondents to the product survey concur that Hoodjapie is a unique and multipurpose product that provides comfort and is simple to use for their female family members (mother, sister, female cousins) and their spouse. Additionally, because this product is easy to use and saves time, men do not have to wait long for women to get ready.

In addition, the team will consider every response to our survey in order to develop and enhance the performance of our product's quality, such as by introducing multiple color options for the hoodie to provide customers with more variety. Consequently, this will demonstrate to our customers that our management genuinely cares about their happiness and satisfaction with our products.

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