



Final Project

Presented to
Sir Qasim Nadeem

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About Nooryan

Elegance wrap in faith

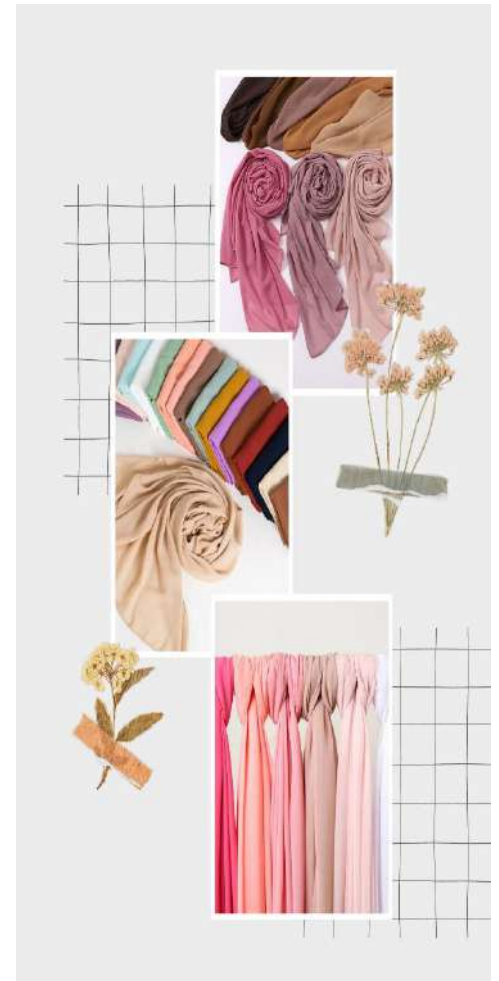
As a lifelong hijab-wearer, I've always felt a deep connection to this beautiful piece of fabric. Inspired by my personal journey, I founded Nooryan to offer other Muslim women high-quality, stylish hijabs that empower them to express their faith and individuality.

Nooryan Mission: To empower women to embrace their faith and personal style through elegant and high-quality hijabs.

Nooryan Vision: To become the leading global brand for luxury hijabs, setting new standards for design, quality, and we prioritize quality in every aspect of our products.

From the finest fabrics to the intricate detailing, each hijab is crafted with care and precision. Our commitment to excellence ensures that you'll enjoy a comfortable, durable, and stylish accessory that complements your personal style and sustainability.

Beyond our products, we are committed to fostering a community of empowered women who embrace their faith and celebrate their individuality. We believe in creating a safe and inclusive space where you can connect with like-minded individuals, share your experiences, and inspire others.



Product Selection

When selecting a product, whether for personal or business use, it's essential to consider several key factors. These criteria help me to make informed decisions that align with my needs, preferences, and budget.

Core Considerations:

1. **Empowering Women:** Nooryan aims to empower women by offering them stylish and high-quality options that allow them to express their individuality and feel confident.
2. **Promoting Modesty:** We will focus on promoting modesty and religious values through our products and messaging.
3. **Celebrating Diversity:** Nooryan can celebrate the diversity within the Muslim community by offering a wide range of styles, colors, and materials.
4. **Bridging Cultural Gaps:** Nooryan aim to bridge cultural gaps by introducing hijabs to a wider audience and promoting understanding and acceptance.
5. **Supporting Social Causes:** We do support social causes related to women's empowerment, education, or religious communities.
6. **Economic Opportunities:** Starting and running a hijab brand can provide economic opportunities for women entrepreneurs and create jobs within the fashion industry.
7. **Shreya compliance business:** spreading more awareness about covering yourself and promoting hijabs in accordance with Islam.

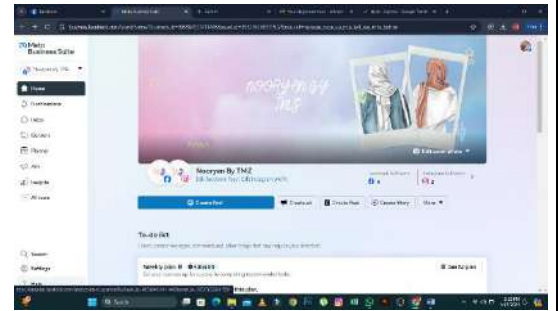
Gauge Market Interest: Once I select hijab as my business seed, I consider to check it on goggle trends.com. Google Trends shows you the search volume for "hijab" over time.

This helps me understand the overall interest in hijabs and how it fluctuates. A rising trend indicates a potentially growing market. By using Google Trends, you can gain valuable insights into the hijab market, make informed business decisions, and ultimately increase your chances of success.

Identity Development

Nooryan Core Values:

- **Modesty and Empowerment:** Promoting the concept of modesty as a choice and empowering women to embrace their faith and personal style.
- **Quality and Craftsmanship:** Offering high-quality products with attention to detail and craftsmanship.
- **Uniqueness:** provide customize hijab option with align hijab and bag theme.
- **Diversity and Inclusion:** Celebrating the beauty and diversity of women from different backgrounds and cultures.
- **Comfort and Functionality:** Designing hijabs that are comfortable to wear and suitable for various activities.
- **Ethical and Sustainable:** Prioritizing ethical sourcing, sustainable practices, and fair labor standards.
- **Confidence and Self-Expression:** Encouraging women to express their individuality and confidence through their hijab choices.
- **Innovation and Creativity:** Continuously exploring new designs, materials, and trends to offer fresh and exciting options.



Additional Values:

- **Elegance and Sophistication:** Offering premium hijabs that exude grace and refinement.
- **Quality and Craftsmanship:** Using the finest materials and meticulous attention to detail in every product.
- **Diversity and Inclusion:** Celebrating the beauty and diversity of women from all walks of life.
- **Sustainability and Ethical Practices:** Prioritizing eco-friendly and socially responsible production methods.
- **Empowerment and Confidence:** Inspiring women to feel confident and empowered in their choices.

Target Audience Identification

Demographics:

- **Age:** 15-45
- **Religion:** Muslim women
- **Location:** primarily Lahore, Pakistan.
- **Income:** middle class or lower middle class.
- **Budget-Conscious:** will offer affordable options for women with limited budgets.
- **Premium Market:** Cater to women who are willing to invest in high-quality, luxury hijabs.
- **Gender:** While the primary target audience for hijab brands is women, with sub-groups like mothers, university going and young professionals.

Behaviors:

- **Self-Expression:** Hijabs can be a form of self-expression, allowing women to showcase their unique personalities and tastes.
- **Comfort:** Comfort is another important factor, as hijabs should be comfortable to wear throughout the day.
- **Identity:** Hijabs can be seen as a symbol of empowerment, allowing women to express their identity and beliefs without compromising their modesty.
- **Confidence:** Wearing a hijab can boost confidence and self-esteem, particularly in cultures where women face societal pressures.
- **Online Shopping:** E-commerce has become increasingly popular among hijab-buying customers, offering convenience and a wider range of options.
- **Offline Shopping:** Many customers still prefer to shop in physical stores, allowing them to touch and feel the fabric and try on hijabs.
- **Brand Loyalty:** Customers may develop loyalty to specific brands that align with their values and preferences.
- **Price Sensitivity:** Price is a factor for many customers, and they may compare prices across different brands and retailers

Interests:

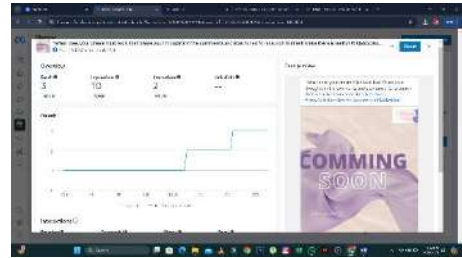
- **Trends:** Following fashion trends and staying up-to-date with the latest hijab styles.
- **Accessories:** Pairing hijabs with complementary accessories, such as scarves, pins, and caps.

- **Styling Tips:** Seeking advice on how to style hijabs for different occasions and outfits.
- **Travel:** Finding hijabs that are comfortable and versatile for travel.
- **Work:** Choosing hijabs that are appropriate for professional settings.
- **Leisure:** Selecting hijabs that suit their leisure activities, such as sports or outings.

Strategy Creation

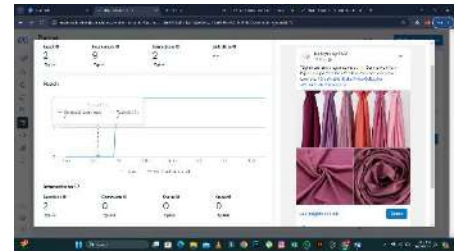
Day 1: Brand Launch Announcement

- **Social Media:** Shared a captivating image or video announcing my brand launch.
- **Exclusive discount:** Send a welcome email to subscribers, offering a discount or exclusive content.



Day 2: Product Showcase

- **Social Media:** Post high-quality images and videos product range.
- **Blog Post:** Write a detailed blog post about product materials, quality, and uniqueness.
- **Behind-the-Scenes:** Share a glimpse into your production process or design inspiration.

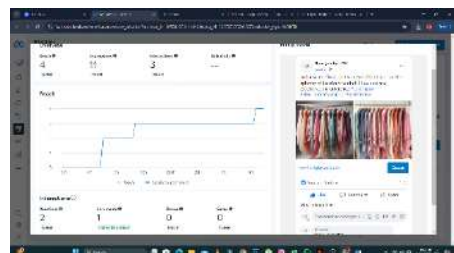


Day 3: Customer Testimonials

- **Social Media:** Share customer testimonials or reviews.
- **Blog Post:** Feature a customer story highlighting how yhihabs have positively impacted their lives.
- **Video:** Create a customer testimonial video.

Day 4: Styling Tips

- **Social Media:** Post styling tips and outfit ideas featuring your hijabs.
- **Blog Post:** Write a comprehensive guide on how to style hijabs for different occasions.
- **Instagram Reel:** Create a short, engaging reel demonstrating different hijab styles.



Day 5: Giveaway or Contest

- **Social Media:** Run a giveaway or contest to generate excitement and engagement.
- **Email Newsletter:** Promote the giveaway to your subscribers.

Day 6: Educational Content

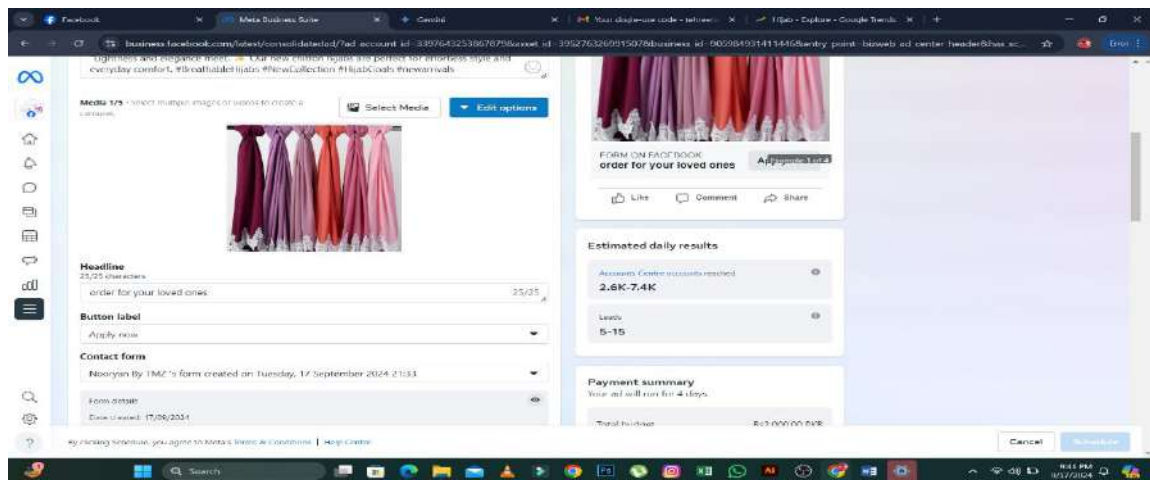
- **Blog Post:** Share an informative article on the history or cultural significance of hijabs.
- **Social Media:** Post a fact or interesting tidbit about hijabs.

Day 7: Q&A Session

- **Social Media:** Host a live Q&A session on Instagram or Facebook to answer customer questions. **Blog Post:** Compile and answer frequently asked questions about your brand and products.

Campaign Execution

Running my first ad campaign can be exciting, but it's also important to be strategic. Here are some tips to help me to get started:



1. Define Goals:

- **What do brand want to achieve?** Aiming to increase sales, build brand awareness, or drive website traffic.
- **SMART goals:** Specific, Measurable, Achievable, Relevant, and Time-bound.

2. Understand Target Audience:

- **Who are I trying to reach?** Demographics, interests, behaviors, and pain points.
- **Create buyer personas** to better understand your target audience.

3. Choose the Right Platform:

- **Consider target audience's behavior.** Where do they spend their time online?
- **Popular platforms** include Google Ads, Facebook Ads, Instagram Ads, LinkedIn Ads, and TikTok Ads.

4. Set a Budget:

- **Determine budget.** Consider goals and the cost per click or impression on chosen platform.
- **Allocate funds wisely** to maximize results.

5. Create Compelling Ad Copy and Visuals:

- **Write clear and concise ad copy.** Use strong call-to-actions.
- **Use high-quality visuals** that are relevant to your product or service.

6. Test and Measure:

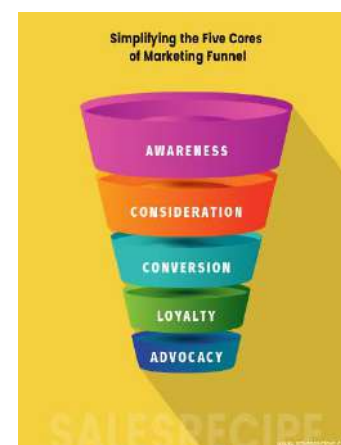
- **A/B test different ad variations** to see what works best.
- **Track key metrics** like clicks, impressions, conversions, and cost per acquisition.
- **Continuously analyze and optimize** your campaign based on performance data.

7. Be Patient and Persistent:

- **Building a successful ad campaign takes time.** Don't get discouraged if you don't see immediate results.
- **Be patient and persistent.** Keep testing and refining your strategy.

Here's how the marketing funnel works in the context of ad campaigns:

1. **Awareness:** The top of the funnel represents the initial stage where potential customers become aware of your brand or product. Ad campaigns can play a significant role in generating awareness through targeted advertising on various platforms.
2. **Interest:** As potential customers learn more about your brand or product, they develop interest. Ad campaigns can nurture this interest by providing relevant content and information.
3. **Consideration:** At this stage, potential customers are actively considering your product or service and comparing it to competitors. Ad campaigns can highlight unique selling points and address any concerns customers may have.
4. **Intent:** Customers who have reached this stage are ready to make a purchase. Ad campaigns can focus on driving conversions by offering limited-time promotions or exclusive offers.
5. **Action:** The final stage is where customers take action, such as making a purchase or signing up for a subscription. Ad campaigns can target customers at this stage



with retargeting ads to remind them of their intent and encourage them to complete the purchase.

Key considerations when using the marketing funnel in ad campaigns:

- **Tailored Messaging:** Ensure that your ad messaging aligns with the stage of the funnel. For example, awareness ads should focus on brand recognition, while intent ads should emphasize the benefits of purchasing.
- **Segmentation:** Divide your target audience into segments based on their position in the funnel to deliver more relevant and effective ads.
- **Tracking and Measurement:** Use analytics tools to track the performance of your ads at each stage of the funnel and make data-driven adjustments.
- **A/B Testing:** Experiment with different ad creatives, targeting options, and bidding strategies to optimize your campaigns for maximum effectiveness.

By understanding the marketing funnel and aligning your ad campaigns with each stage, you can create a more targeted and effective customer journey, leading to increased conversions and business growth.

Executive Summary: Nooryan - Empowering Women Through Elegance

Nooryan is a premium hijab brand dedicated to empowering women of all ages to express their unique style and confidence. Our brand is committed to providing high-quality, versatile, and comfortable hijabs that blend tradition with modern aesthetics.

Target Audience: Nooryan caters to women aged 15-45, seeking elegant and sophisticated hijab options that complement their lifestyle and personal preferences. Our target audience includes working professionals, students, and homemakers who value both modesty and fashion.

Product Line:

- **Classic Hijabs:** A collection of timeless hijab styles, including scarves, wraps, and instant hijabs, crafted from luxurious fabrics like silk, chiffon, and georgette.
- **Modern Hijabs:** Contemporary designs that incorporate trendy patterns, textures, and colors, offering a balance between tradition and innovation.
- **Customizable Hijabs:** Personalized options allowing customers to create unique and tailored hijab styles.
- **Hijab Accessories:** A range of complementary accessories, such as pins, caps, and headbands, to enhance the overall look.

Unique Selling Propositions:

- **Premium Quality:** Nooryan uses only the finest materials and employs skilled artisans to ensure exceptional quality and durability.
- **Versatility:** Our hijabs are designed to be versatile, suitable for various occasions, from daily wear to special events.
- **Comfort:** We prioritize comfort by using breathable fabrics and ergonomic designs.
- **Customer Satisfaction:** We strive to provide exceptional customer service and satisfaction through personalized assistance and after-sales support.

Marketing and Sales Strategy:

- **Online Presence:** A strong online platform, including a user-friendly e-commerce website and social media channels, to reach a global audience.
- **Retail Partnerships:** Collaborations with boutiques and department stores to expand distribution and visibility.
- **Influencer Marketing:** Partnerships with fashion influencers and bloggers to showcase our products and engage with the target audience.

- **Community Engagement:** Participation in community events and initiatives to connect with our customers and contribute to social causes.
- **Social Media Marketing:** Leveraging platforms like Instagram, Facebook, and TikTok to reach the target audience and showcase products.
- **Influencer Partnerships:** Collaborating with fashion influencers and bloggers to promote the brand and generate buzz.
- **Online Store:** Developing a user-friendly e-commerce platform with secure payment options.

Nooryan is more than just a hijab brand; it's a symbol of empowerment and elegance. By offering premium products, exceptional customer service, and a commitment to ethical practices, we aim to become a leading brand in the hijab industry.