

FOUNDED BY FATHIMA FIDA

alaa.uae

Premium Abayas & Hijabs

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introduction

ALAA.UAE is a premium abaya and hijab fashion brand planned to be launched in Ajman, UAE, with delivery support to India. The brand focuses on modern, elegant, and comfortable abayas and hijabs suitable for daily wear and office wear, especially designed to meet the taste of Arab women and Indian customers seeking international quality.

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market gap & customer need

In India, especially Kerala, customers face difficulty in finding high-quality abayas with modern designs and premium fabrics. Even though many customers are ready to spend more money, the availability of variety, finishing, and fabric quality is limited compared to the UAE market.

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Our vision



To become a trusted modest fashion brand offering premium-quality abayas hijabs that combine elegance, comfort, and modern design for women in the UAE and India.

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Our mission

- To offer stylish abayas suitable for daily and office wear
- To focus on premium fabrics and fine finishing
- To combine modern fashion trends with modest values
- To make UAE-quality abayas accessible to Indian customers



market research & industry analysis

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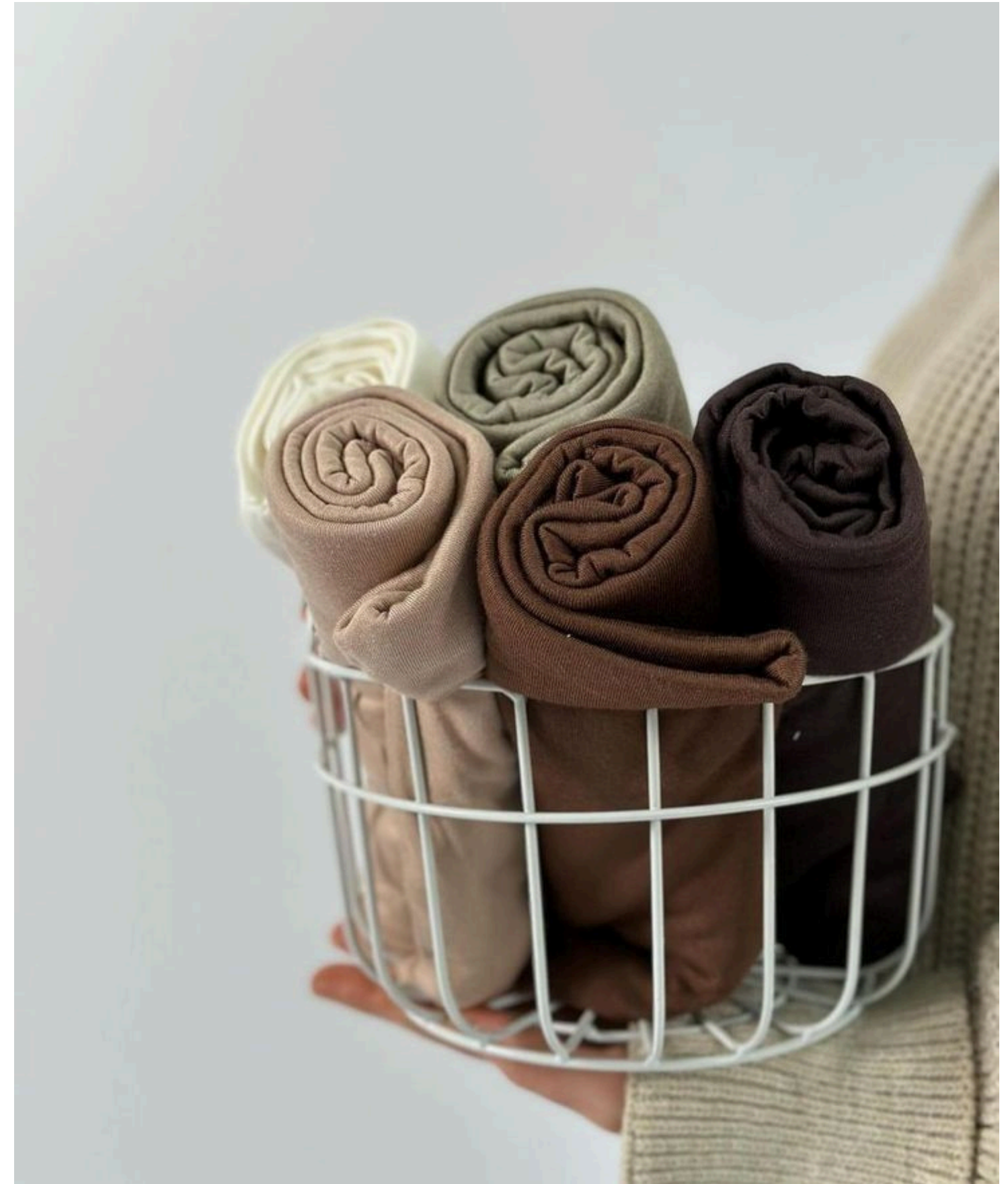
This business idea is based on detailed ground-level market research. I personally visited almost all major abaya shops in Ajman to understand their designs, fabric selection, pricing strategies, and best-selling models. I also explored fabric markets to study the variation in fabric quality, texture, and pricing. In addition, I interacted with designers and handwork labourers to understand the time required to complete a design, the effort involved, and the cost structure of embroidery and detailing work. These insights helped me gain a clear understanding of customer preferences, production processes, and market demand.



business experience

I am currently running a hijab business in India, targeting teenage customers and focusing on trending designs and online sales. Through this experience, I have gained knowledge in customer preferences, pricing, inventory handling, and digital marketing. This practical exposure has helped me understand market demand, buying behavior, and effective promotional strategies, which can be applied to the abaya business as well.

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business strategies

- Use premium and durable fabrics
- Focus on modern daily and office wear abayas
- Limited and exclusive collections
- Combination of offline store in Ajman and online delivery to India



marketing & business strategies

marketing strategies

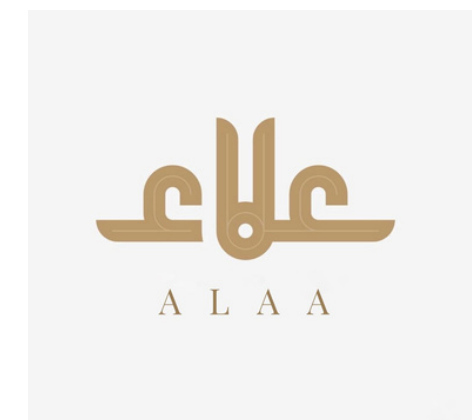
- Instagram reels and product showcases
- Influencer collaborations in modest fashion
- WhatsApp catalogue for easy customer ordering
- Use of existing hijab business experience to understand trends and promotions

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conclusion

ALAA.UAE is a research-based and realistic business idea designed to solve a real market problem. With strong demand, quality focus, and a clear strategy, this brand has the potential to grow successfully in both UAE and Indian markets.



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