Can Siti Khadijah Telekung Overcome Cultural Differences in the UK?

Dilip S. Mutum and Ezlika M. Ghazali

Abstract
The telekung is a two-piece religious garment unique to Southeast Asia, namely, Malaysia and Indonesia, worn by Muslim women specifically for prayers. It is usually loose and is worn over the normal clothing. By emphasising premium quality and comfortable fitting as their unique value proposition, Siti Khadijah® became the leading brand of prayer apparel for Muslim ladies in Malaysia. The company is looking to expand to other markets including Indonesia and more recently into the UK market. However, the UK market presents certain issues the company has not faced in either the Malaysian or Indonesian markets. This is mainly to do with cultural differences between Muslims of different ethnic backgrounds.

1 Company Background

Siti Khadijah Apparel (SKA) was established in 2009 in Bangi in the state of Selangor, Malaysia. It began its business selling the woman prayer outfits (telekung) under the brand name of Siti Khadijah®. The company has now expanded to more

D. S. Mutum
Nottingham University Business School, University of Nottingham Malaysia, Semenyih, Selangor, Malaysia
E-mail: dilip.mutum@nottingham.edu.my

E. M. Ghazali
Faculty of Business and Accountancy, Department of Marketing, University of Malaya, Kuala Lumpur, Malaysia

University of Malaya Halal Research Centre (UMHRC), University of Malaya, Kuala Lumpur, Malaysia

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