



اَوْنُوْزَسِيْتِي تِي كُنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



URBAN HIJAB

PRINCIPLES OF ENTERPRENUERSHIP (ENT530):

SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : HM240 HOTEL MANAGEMENT
BUSINESS NAME : URBAN HIJAB
SEMESTER : 4
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EXECUTIVE SUMMARY

Urban Hijab starts from an obsessed person with a hijab trend. She decided to sell a comfortable and easy-to-wear scarf for women. She found that the Chiffon Voile hijab was easy to be styled by all ages and according to the latest developments.

At that time, not many were selling Chiffon Voile hijab as competitors were more motivated to sell the hijab from cotton material. It's easier to market its products. Chiffon scarf is suitable for wear during the summer because of its lightweight and thin fabrics that can help wearers more comfortable throughout the day. Besides being easy to dress, this fabric material is very easy to iron and save time.

Urban Hijab's target market is university students, hijab lovers, employees, and low-income and middle-income consumers. These products are real products that will benefit my users through quality assurance and stability. Thus, the market segment of this product comes from demographics and geography. This business is a method of selling cash transfers covering the field of Uitm Puncak Alam College. This business is based on a single owner's business. Business capital is RM7.00 per hijab. For Facebook posts (FB) there are 7 teasers, 10 hard sellers and 10 soft sellers.

Finally, I hope my business will grow more in the near future as the demand for voile hijab is high and meets customer demand. This will be an advantage to market my products to be more profitable and stable in the long run. The core competencies that my business will compete is the quality of the hijab itself.

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i. Business registration (Suruhanjaya Syarikat Malaysia (SSM))


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (KAEDAH 13)



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AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**SHAHIRA HAMID ENTERPRISE
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