



اَوْبُو تِكْنُوْلُوْجِيْ مَرَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

Kampus Bandaraya Melaka

ENT 530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



IESHA'S CLOSET ENTERPRISE

<https://www.facebook.com/ieshaHandsock/>

FACULTY OF BUSINESS & MANAGEMENT

BA243 4B

SUBMITTED BY

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SUBMITTED TO

DR KOE WEI LOON

SUBMISSION DATE

20 01 2021

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EXECUTIVE SUMMARY


Ilesha's Closet Enterprise was established on October 12th, 2021. Ilesha's Closet Enterprise is mainly focusing on selling Muslimah clothing that includes handsock collection, blouses, shawls and square head scarfs. Although there are many products, but Ilesha's Closet Enterprise is now more focused on sales of handsock collection which is the best-selling product in the organization. The handsock collection is made using quality materials and available at affordable prices.

Despite holding the title as a student who studying at Universiti Teknologi MARA, Melaka City Campus, majoring in Human Resources Management, Nur Rainathul Adiniesha bt Abdul Hadi, the owner of Ilesha's Closet Enterprise still be able to manage time to study as well as running in business. To generate additional income, she registered as one of the dropshipper of Nurbella.Co owned by Nur Izzati Ghani. Nurbella.Co is located at Alor Setar, Kedah. As a dropshipper, the main task is to promote products and collecting the orders before submitting it using BizApp so that the main office can manage the delivery of goods to the customers.

Ilesha's Closet Enterprise mission is to gain a higher sales target for the year 2021 compared to the previous year. Therefore, it can be seen that the promotional efforts of the handsock collection are enhanced to attract more new customers. Of course, Ilesha's Closet Enterprise promised to maintain its good service and quality product for both new and existing customers. The handsock collection by Ilesha's Closet Enterprise is available in various design, colours and three different sizes that suitable for all ages and choices.

1. GO-ECOMMERCE REGISTRATION

PERSONAL PROFILE
BUSINESS PROFILE



**NUR RAINATHUL ADINIESHA
BT ABDUL HADI**


Personal Information

Name	: NUR RAINATHUL ADINIESHA BT ABDUL HADI	Phone/Mobile	: 0176606293	Edit
New Identity Card No.	: 991125106360	Home Address	: NO.163,JALAN PALAS 4/2	
Email Address	: raina.hadi@gmail.com	District	: SEREMBAN	
City	: SIKAMAT	Postcode	: 70400	
State	: Negeri Sembilan	Personal Instagram	: https://www.instagram.com/ieshas_closet/	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information

UITM Melaka Kampus Bandaraya Melaka - Principles of Entrepreneurship

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Melaka	Name of Institution	: UITM Melaka Kampus Bandaraya Melaka
Address of Institution	: UITM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110,	City	: Bandaraya Melaka
		Postcode	: 75300



Hello there!
My name is Abang Iz
and I'm here to assist
you.

PERSONAL PROFILE
BUSINESS PROFILE



**NUR RAINATHUL ADINIESHA
BT ABDUL HADI**

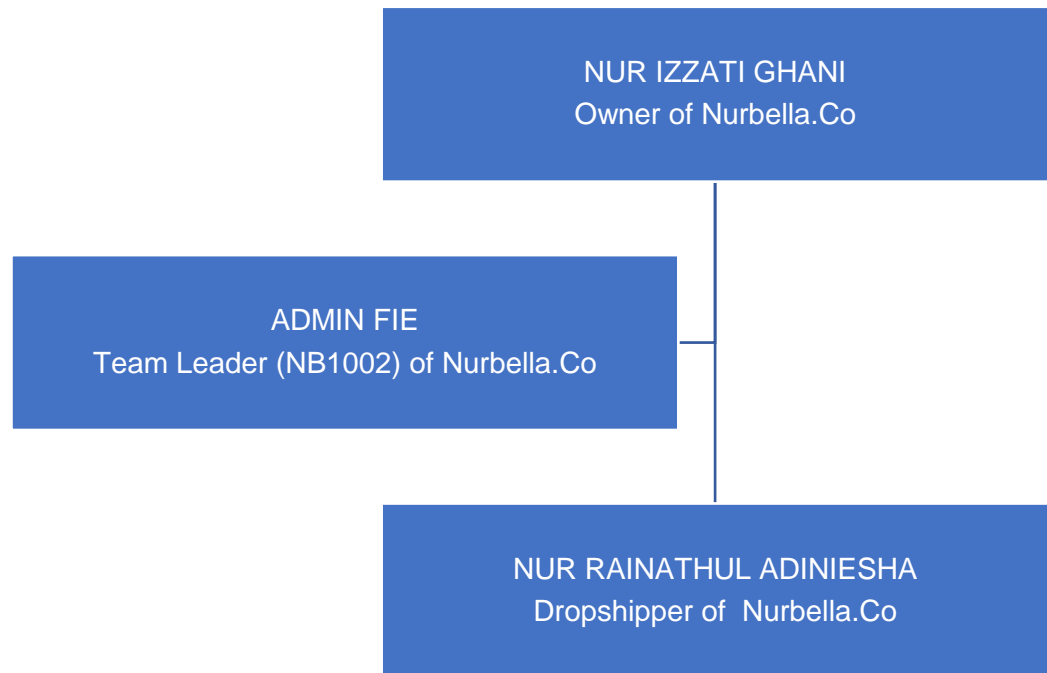
Company Name	: Iesha's Closet	Company Registration No.	:	Edit
Type Of Business	: Enterprise	Business Role	: Dropshipper	
Facebook Page	: https://m.facebook.com/iesha Handsock	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	:	Business Instagram Page	: https://www.instagram.com/ieshas_closet/	
Marketplace	: None	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	: No	

2. INTRODUCTION OF BUSINESS

2.1 Name and address of business

Ilesha's Closet Enterprise is the name of the business. Since the business is run using the online platform, there is no address of the business that can be provided.

2.2 Organizational Chart



2.3 Vision and Mission

- **Vision**

To be one of the top Muslimah clothing business in the country.

- **Mission**

- To expand the business so that it is better known to the public, especially among Muslim women.
- To recruit more stockists, agents and dropshippers in each state.
- Offering products at affordable prices with high quality.