



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



### **Individual Assignment:**

*Social Media Portfolio: BD Hijab*

**FACULTY & PROGRAMME:** FACULTY OF INFORMATION MANAGEMENT (IM246)

**SEMESTER** : 3

**NAME** : NUR SABRINA NABILAH BINTI AHMAD DAUD  
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**GROUP** : IM2463ST4

**LECTURER** : SIR MUHAMMAD HAFIZI BIN ZAMRI

## **ACKNOWLEDGEMENT**

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## **EXECUTIVE SUMMARY**

Business networking is a method of networking involving entrepreneurs and a community group to establish collaboration between the two parties for the benefit of companies. Good ties between entrepreneurs and clients or buyers who can profit the entrepreneur from finding their loyal customers and growing business sales. This is because, if customers have faith in entrepreneurs, it is so easy for entrepreneurs to sell their goods to the public and also to increase product sales. Networking is significant to the success, particularly young entrepreneurs who are still in the early stages of their business.

BD Hijab is a small hijab business that runs online. It began to work in 2017. BD Hijab offers various kinds of hijab to all women who want to look pretty and stylish. BD Hijab offers handmade sewing and customised hijab services to its customers. Our company offers our precious customers reasonable prices by offering them a different kind of design, a material with different price ranges. We also served our customers with a free consultation so that they could demonstrate what kind of design they wanted before continuing with the design and sewing phase.

Our intended audience is a group of women who want to change the way they wear hijab and need choices with various types of design to choose from in order to suit their needs. The marketing technique used by BD Hijab is the different form of design coated on the hijab that is offered by the design packages.

At the moment, only Nur Sabrina Nabilah Binti Ahmad Daud wholly owned BD Hijab. Our business also used Facebook and Instagram Page as a medium for us to draw customers. BD Hijab doing the teaser message, selling soft and hard as their sales post to encourage hijab.

# 1.0 GO-ECOMMERCE REGISTRATION


**Go-eCommerce** BETA

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**PERSONAL PROFILE** BUSINESS PROFILE

**Personal Information**

 <b>NUR SABRINA NABILAH</b> <b>BINTI AHMAD DAUD</b>	Name	: NUR SABRINA NABILAH	Phone/Mobile	: 0136255386	<a href="#">Edit</a>
		: BINTI AHMAD DAUD	Home Address	: NO 48, TAMAN IMPIAN,	
	New Identity Card No.	: 990915015274	District	: PENDANG	
	Email Address	: nabelladee99@gmail.com	Postcode	: 6700	
	City	: PENDANG	Personal Instagram	: belladee_	
	State	: Kedah	Race	: Malay	
	Personal Facebook	: Sabreena Daud	Special Need Required	: No	
	Gender	: Female			
	Marital Status	: Single			

**Go-eCommerce** BETA

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PERSONAL PROFILE **BUSINESS PROFILE**

**NUR SABRINA NABILAH**  
**BINTI AHMAD DAUD**


 <b>NUR SABRINA NABILAH</b> <b>BINTI AHMAD DAUD</b>	Company Name	: BellaDee Hijab	Company Registration No.	:	<a href="#">Edit</a>
	Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
	Facebook Page	:	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Apparel & Accessories	
	Wechat for Business	:	Business Instagram Page	: by_belladaud	
	Marketplace	: Others	Business Website	:	
	Business Related to Your Study Field	: Yes	Type Of Website	:	
			Experience in International Export	:	

Figure 1: Go-Ecommerce Registration