

SOCIAL MEDIA PORTFOLIO

NAME OF BUSINESS:



MAYHIJAB

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

NAME : NUR SUHAILAH BINTI AZMAN

STUDENT ID: 2019495412

CLASS: BA242 4F

LECTURE NAME: DR. SYUKRINA ALINI MAT ALI

ACKNOWLEDGEMENT

Firstly, I am grateful to Allah SWT because I able to finish the report of social media business within the time given. Besides, I also like to thank my parents for their support and prayers throughout the process of making this task. This assignment was completed with the participation of many people.

Therefore, I would like to thank my Principles of Entrepreneurship's lecturer Dr Syukrina Alini Mat Ali in helping me to complete the task given and give some information that help me to do this task. Without her, I would be facing the problem to finish this assignment.

After that, I also like to thank all of my friends because of their opinions about my social media business and also help me to add the additional information on my social media. Lastly, I would like to thank for those that involved and contribute directly or indirectly in helping me to complete this assignment successfully. Without them I would not be able to complete this assignment.

EXECUTIVE SUMMARY

MayHijab is the business that started to operate in October 2020. It focuses on providing the high-quality of product at affordable price that customer can purchases. There are have variety of colours and design of scarves that available. MayHijab sell two of scarves which is shawl and bawal cotton. The shawl are made from satin silk and the bawal are made from cotton silk. This two scarves known as a material that have many benefits such as washable, ironless for shawl and else. Therefore, these ways will give higher satisfactions towards the customers.

MayHijab marketing strategy is to improve the quality of the products and also the prices to attract many customers to buy this product. We offer a lower price with the high-quality of product because this strategy will make everyone is able to buy this product. Next, the relationship between the customers and seller is very good and it will increase our profitability.

Lastly, the management of MayHijab consists of the supplier which is D'Siblings Scarves and myself. I also have create the Facebook page to expand our business in the social media. Before that we sell only on the shop but now we need to learn how to expand the business and the Facebook page is our choice to expand the business in social media. We need to learn more about how to post the product on the social media.

TABLE OF CONTENTS

No.	Contents	Pages
1.	1.0- Go-Ecommerce Registration	1-2
2.	2.0- Introduction of Business 2.1- Name and Address of business 2.2- Organizational Charts 2.3- Mission and Vision 2.4- Description of Products 2.5- Price List	3 3 4 4 4
3.	3.0- Facebook Page 3.1- Creating Facebook Page 3.2- URL Facebook Page 3.3- Facebook Page Likes 3.4- Facebook post Teaser 3.5- Facebook Post Hard sell 3.6- Facebook Post Soft sell 3.7- Frequency of Posting	5 5 6 7-8 9-16 17-24 25-37
4.	4.0- Conclusion	38

1.0- GO-ECOMMERCE REGISTRATION

Go-eCommerce :

The screenshot shows the 'Go-eCommerce BETA' user profile page. The user is NUR SUHAILAH BINTI AZMAN. The page is divided into two tabs: 'PERSONAL PROFILE' (active) and 'BUSINESS PROFILE'. The 'Personal Information' section includes fields for Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, Marital Status, Phone/Mobile, Home Address, District, Postcode, Personal Instagram, Race, and Special Need. The 'Institution Information' section shows details for 'UiTM Puncak Alam - ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-OKT 2020', including Type of Institution, State of Institution, Address of Institution, Institution List, and Name of Institution.

Personal Information			
Name	: NUR SUHAILAH BINTI AZMAN	Phone/Mobile	: 0169670036
New Identity Card No.	: 980529105854	Home Address	: LOT 3271 BATU 5 1/2 JALAN KAPAR
Email Address	: suhailahazman13@gmail.com	District	: KLANG
City	: KLANG	Postcode	: 42100
State	: Selangor	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

Institution Information			
UiTM Puncak Alam - ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-OKT 2020			
Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam
Address of Institution	: Universiti Teknologi		

The screenshot shows the course details page for 'UiTM Puncak Alam - ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-OKT 2020'. The page displays detailed information about the course, including the institution, level of study, course name, subject name, and enrollment details. The 'Study Status' is 'Full time', and the 'Lecturer Name' is 'Syukrina Alini Binti Mat Ali'.

UiTM Puncak Alam - ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-OKT 2020			
Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: ENT530-PRINCIPLE OF ENTREPRENEURSH IP-BA2424F-OKT 2020	Class Name	: BA2424F OKT 2020
Subject Name	: PRINCIPLE OF ENTREPRENEURSH IP	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali
Internship Enrollment	: No	Year Of Internship Enrollment	:
		Period of Internship Training	:
		Expected Month To Complete Study	: 2