



اَوْبُنُوْرَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

LILAC SCARVES

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): FACEBOOK PAGE

FACULTY & PROGRAMME : **FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) FINANCE**

SEMESTER : **4**

PROJECT TITLE : **INDIVIDUAL ASSIGNMENT (SOCIAL MEDIA
FACEBOOK PAGE)**

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Acknowledgement

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Lastly, our thanks and appreciation also go to my institution and my faculty members for their kind co-operation which help me in completion of this report. I also would like to express my gratitude and heartfelt thanks towards my family as well as my friends.

Executive Summary

Lilac Scarves has been established on October 2020. Like the name itself, the business sells scarves for women for ease to use and to meet the demand of the customers. I decided to start a business where I sell scarves because I also want to provide myself with comfortable scarves to wear. Apart from that, I had been wanting to start a business and try and error looking for the niche that I am interested.

Besides, Lilac Scarves have been promoting its product widely at Facebook page. This is because many people love to shop at Facebook and the apps also has the most users. We promote our scarves through Facebook ads and keep updating our customers with our posts to let them know what we are offering to them.

Lastly, since our goals to meet the demand and need of the customers, we provide the best material fabrics for the scarves where we deal with the best supplier. Resulting from this, many customers leave reviews where they are very satisfied with our products because of the materials of the scarves that we provided.

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1.0 Go-eCommerce Registration

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PERSONAL PROFILE BUSINESS PROFILE

NUR ADIBAH BINTI SHAMSUDDIN

Personal Information

Name	: NUR ADIBAH BINTI SHAMSUDDIN	Phone/Mobile	: 0182496415	Edit
New Identity Card No.	: 980624106644	Home Address	: NO 43, JALAN MERANTI 1, TAMAN MALAWATI JAYA	
Email Address	: nradbh98@gmail.com	District	: Kuala Selangor	
City	: Kuala Selangor	Postcode	: 45000	
State	: Selangor	Personal Instagram	: null	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor		

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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 ENTREPRENEURSHIP-BA2424F-OKT 2020	Class Name	: BA2424F OKT 2020
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 2
Related To Study Field	: Yes		

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PERSONAL PROFILE **BUSINESS PROFILE**

NUR ADIBAH BINTI SHAMSUDDIN

Company Name	: Liac Scarves	Company Registration No.	:	Edit
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: https://www.facebook.com/LiacScarves	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	:	
Business Related to Your Study Field	:	Type Of Website	:	
		Experience in International Export	: No	