



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT: -

SOCIAL MEDIA PORTFOLIO

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ACKNOWLEDGEMENT

In the name of Allah, the most generous and merciful one who gave us strength and knowledge for me carry out this individual assignment at the right time. This individual assignment is about a social media portfolio and this assignment is under course Principles of Entrepreneurship (ENT530). This individual assignment proved to be very helpful and also have gave me a great experience to complete the portfolio of my own business page by using Facebook as my social media portfolio.

I would like to express this gratitude to my lecturer, Madam Norliza who gave us the opportunity to complete this social media portfolio. She has given us her full support and assistance in various ways to ensure that each of her students can successfully complete this individual assignment. She was very kind and patient while teaching us and we thank her for her overall support that she gave to me and my classmates.

I have done many efforts to ensure this individual assignment is carried out successfully. However, it would not be possible without the support from our family and friends. They have given me a lot of ideas and also support me in their own ways. I would like to express my gratitude to my family and friends for the support and the encouragement that have helps me a lot in completing this individual assignment. Lastly, I would like to thank all people for their direct and indirect assistance in developing this portfolio.

This assignment has taught me many things, especially about how important it is to have a goal and plan before start doing an online business by using any available medium such as Facebook, Instagram and many more. For this report, I have learned the process on how to make an online business by using Facebook as the platform. Now, I know on how to set up everything that need to be done for doing online business on Facebook and also how to promote our business so it can be well-known by the public. May Allah bless all of us, Thank you.

EXECUTIVE SUMMARY

Mawaddah Izzati Sdn Bhd is a company founded in 2016 and is based in Selangor, Malaysia. Mawaddah Izzati Boutique was officially launched in May 2017. Previously was known as Mawaddah Izzati Enterprise (2014) as an online based business. The founder Nurul Izzati Ab Rahman is the icon for MI who loves fashion with her own style which the fashion is Shariah compliance based. Currently, MI runs together with co-founder which is Mr Ahmad Firdaus Amir. It is located at Seksyen 9, 43650 Bandar Baru Bangi, Seksyen 9, 43650 Bandar Baru Bangi, Selangor.

Mawaddah Izzati (MI) provides a collection for Muslimah clothing that is suitable to be styled anywhere but still retains the characteristics of a beautiful and modest Muslim. Mawaddah Izzati (MI) also stressed that 'there is nothing wrong with fashion' however, the fashion must comply with Shariah dress in Islam. Their tagline is "the beauty within modesty". MI offers an opportunity for Muslimah to be fashionable yet remain modest and elegant. They believe that quality should not be compromised and therefore promise that all our products are tailored from luxurious, high-quality fabrics and sewn with great care and high-end tailoring. MI also known as online business where they are using some medium such as Instagram, Facebook and Twitter. MI also have their own business website which is <http://mawaddahizzati.com/>. From here, the customers will know all the updates about their products like the price, types of products and many more.

Mawaddah Izzati (MI) have decide to not only sale the hijab only. They also have producing variety of products such as Muslimah clothing, hijab and accessories. The latest clothing that MI have release is ROSÉ. ROSÉ is Muslimah blouse with loose straight cut cutting blouse and this blouse also nursing friendly and Wudhu friendly. ROSÉ blouse is RM 89. Next, for the latest hijab that MI release is AKARI. The price for AKARI is RM 49 with 14 beautiful colours that able to attract the attention of many people. Lastly, the accessories that they produce is Purdah that can matching with Hijab collection such as Bawal Aulia and Akari which costs RM10. Since Covid-19 waves is not settle yet, they also produce a washable mask which is called as Rauda Mask with the price only for RM 20.

On promoting MI business as their dropship, I have followed the steps on promoting the products by using online platform like Facebook. The steps that I have used are making some teaser and also promote the product through hard sell and soft sell.

TABLE OF CONTENT

	PAGE
COVER PAGE	1
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENT	4
 BODY OF REPORT	
I. Go-Ecommerce registration (Print Screen)	5
II. Introduction of business	
• Name and address of business	6
• Organizational chart	6
• Mission / Vision	6
• Descriptions of products / services	6
• Price list	7
III. Facebook (FB)	
• Creating Facebook (FB) page	8
• Costuming URL Facebook (FB) page	8
• Facebook (FB) post – Teaser	9
• Facebook (FB) post – Copywriting (Hard sell)	13
• Facebook (FB) post – Copywriting (Soft sell)	21
• Graphics	29
IV. Conclusion	32

II. Introduction of Business

1. Name and address of business



Business Name: MAWADDAH IZZATI

Business Address: Seksyen 9, 43650 Bandar Baru Bangi, Seksyen 9, 43650 Bandar Baru Bangi, Selangor.

2. Organizational chart

Mawaddah Izzati (MI) does not have specific organizational chart. The founder is Nurul Izzati Ab and it currently runs together with her co-founder which is Mr Ahmad Firdaus Amir. Mr Ahmad is the husband of MI founder, Mrs Izzati. MI has several permanent employees at their boutique that located in Bandar Baru Bangi. They also have many agent and dropship because this business also done through online business.

3. Mission / Vision

Mawaddah Izzati (MI) has established itself as one of the modest and Shariah compliance fashion brands for women's wide shawls and scarves in Malaysia. MI design all its collections where it is striving to maintain a balance between current trends, comfort and practicality. MI vision is to encourage more people to dress Shariah-compliant, to dress according to the suitability of a Muslim and to maintain the beauty of a Muslim himself. Hopefully Mawaddah Izzati (MI) can be the cause of a change in one's goodness.

4. Descriptions of products / services

Mawaddah Izzati (MI) has released various types of products that women in Malaysia will used it. The concept of their product is more to Muslimah fashion. They have release variety of products such as clothing, hijab and accessories. In the MI clothing section, there are many kind or shirts, pants and other else. Some of it is ROSÉ and SURI. ROSÉ is a blouse that use cotton lycra as their fabric and the blouse is loose straight cut with two side pockets and have pleats at the back. The level of opacity for ROSÉ is 5/5 which means this blouse not infrequently. SURI is a pants with type of loose bootcut cutting palazzo. The fabric that they use to make this palazzo is from cotton spandex. This palazzo has two sides pocket and half elastic waist. The speciality of cotton spandex is the ability to expand (stretchable) and very light that makes it comfortable to wear.