



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا  
 UNIVERSITI  
 TEKNOLOGI  
 MARA

FACULTY BUSINESS AND MANAGEMENT BACHELOR OF ISLAMIC BANKING (BA249)

**PRINCIPAL OF ENTREPRENEURSHIP (ENT 530)**

**SOCIAL MEDIA PORTFOLIO**

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## EXECUTIVE SUMMARY

Executive summary for my business is, my business is an online business that mainly use a Facebook as a platform to sell ours new products. The nature of my business is beauty and fashion business. We are offer a lot of new design and colours of prayer outfit and we got a customer from the social media such as Facebook and they are also direct Whatsapp to buy and to order our new product.

The main idea for my business is to sell the prayer outfit to give the easy outfit that can helps them to save more time, more practical and also can helps all the girls pray without worry. Our prayer outfit also are not focusing about one side but are also focus on the important of 'auraat'. We want to satisfy people but in the other side we want to make sure it is to follow the Syariah of Islam.

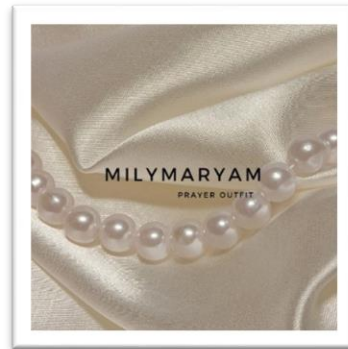
Milymaryam by Yuyu's target are focusing on female teenagers and adults from the age of 15 to 60 years old and also all the individual across the country especially for the person who love travel and want to use it to perform hajj or Umrah. We are also provided the Cash on Delivery Service to all person at Subang Jaya.

Milymaryam by Yuyu's use the facebook page as the medium of platform in creating the post such as soft sell, hard sell and all the teaser to announce our new product to attract more buyers and customers.

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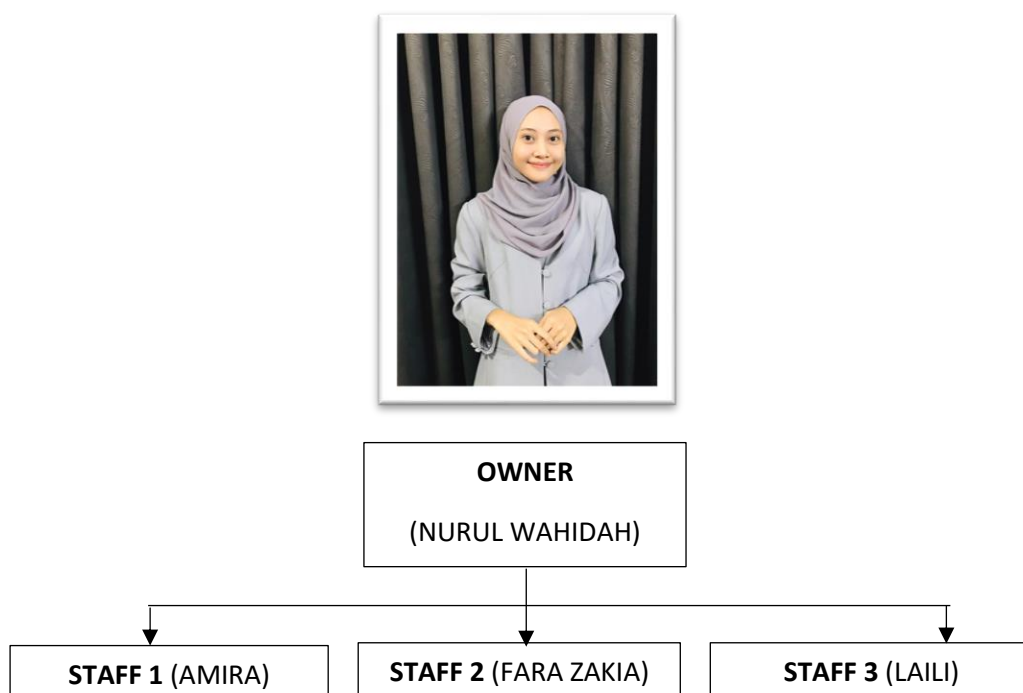
## 2.0 Introduction of Business



*Figure 1: Milymaryam By Yuyu*

My business name is Milymaryam by Yuyu and it is located at Putra Height, Subang Jaya, Selangor. We also make an online shopping at Facebook named Milymaryambyuyu.

## 2.1. Organizational Chart



This is the business chart of Milymaryam by yuyu and the business is a sole proprietorship business. Therefore, our organizational chart. Therefore, the owner of Milymaryam is myself and with three others staff which are, Amira, Fara Zakia and Laili.