



اَوْبُورِ سَيِّتِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

COURSE: PRINCIPLES OF ENTREPRENEURSHIP

COURSE CODE: ENT530

PROGRAM: BA2493D

TITLE: SOCIAL MEDIA PORTFOLIO



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## EXECUTIVE SUMMARY

In this individual project which is Social Media Portfolio is about Fihijabista whereby offers “tudung bawal labuh” products for customers and providing the variety colors of hijab that gives high satisfaction to a customer. Fihijabista clients are customers identifying general person that need to wear this type of hijab whether they are students, officer, staffs and others especially students in middle and high school.

Fihijabista started the business on the beginning of November 2020. This company marketing strategy is to highlight the quality and price of the products. Fihijabista offer the reasonable price because economic situation nowadays is unstable and this will helps customer able to wear and have something that are high quality with acceptable price. Thus, this business improves marketing strategy that gives attraction to come buy Fihijabista products.

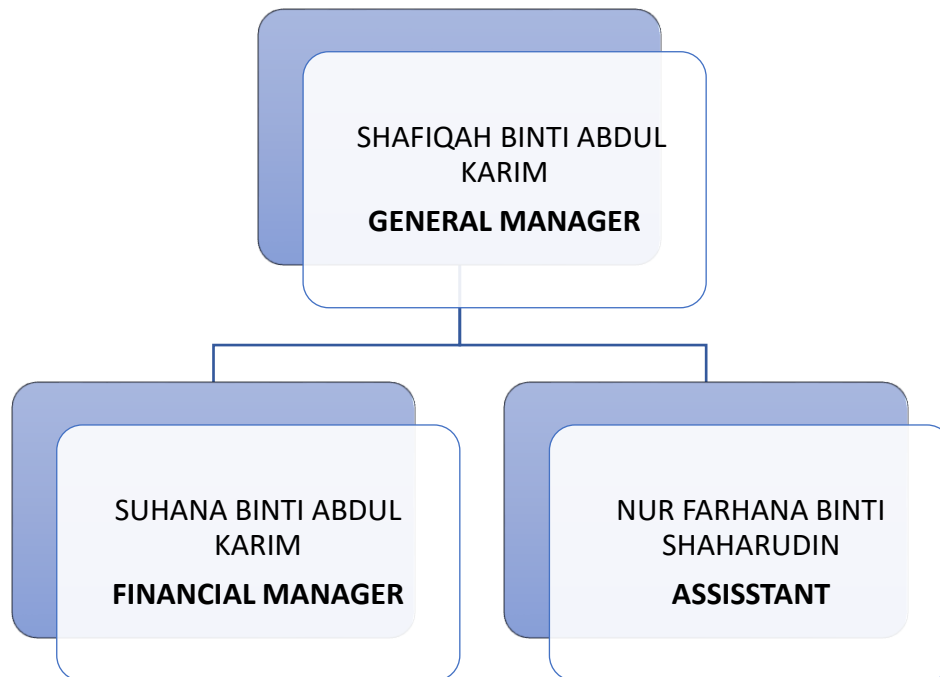
The management of Fihijabista consist of one owner only which is Shafiqah Binti Abdul Karim. Additionally, this company also create Facebook to enlarge this business through social media and learn how to post Facebook post for this business product either a teaser post, hard sell and soft sell. Fihijabista also need to increase the revenue at least RM61 and above and spending wisely for lanyard product to avoid profits or sales decrease. On the other hand, this business already has special products commitment plan and guideline to promote the product whereby a variety style of color and design that this company will provide is sure to appeal to clients throughout the Selangor Darul Ehsan especially in Klang.

## ii. INTRODUCTION OF BUSINESS

### 1. Business Name and Address

- Fihijabista
- Blok A No 2. Pekan Rantau Panjang, 42100 Klang, Selangor Darul Ehsan.

### 2. Organizational Chart



### 3. Mission and Vission

Mission is to provide the best head scarf to worldwide customer especially in Muslims country.

Vission is to create and use high quality material in our business to achieve customer's satisfaction.