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UNIVERSITI  
TEKNOLOGI  
MARA

**Bachelor of Business Administration Human Resource Management**

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**ENT 530: Principles of Entrepreneurship**

**Social Media Portfolio**

**Boutique Nona Manis: Inner and Scarf**

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Submission Date:

**16<sup>th</sup> DECEMBER 2018**

## **ACKNOWLEDGEMENT**

I would like to express my greatest gratitude to my Principles of Entrepreneurship's Lecturer, Puan Zanariah Binti Zainal Abidin for her guidance, advice and encouragement to complete this assignment successfully. Through this assignment, I have acquired valuable knowledge and experiences in the entrepreneurship areas.

I would also like to express my gratitude to my parents and my family members for their kind support throughout to complete this assignment. They have been very supportive and understanding family through out my journey to complete my bachelor degree generally and my life specifically.

I would also like to express my gratitude to my classmates for their contribution and support in making this assignment successful. They are always with me, sharing ideas, knowledge's and experiences since my first year of study until now. I am grateful to have them in my journey to complete my bachelor degree.

Finally, I would also like to express my sincere thanks to all those who directly and indirectly involved in completion of this assignment. All of the kind support I have received is really appreciated. Without the kind support of all, this task cannot be done perfectly.

Alhamdulillah, syukran Allah S.W.T.

## TABLE OF CONTENT

	PAGE
<b>TITLE PAGE</b>	i
<b>ACKNOWLEDGEMENT</b>	ii
<b>TABLE OF CONTENT</b>	iii
<b>EXECUTIVE SUMMARY</b>	iv
<b>BODY OF THE REPORT</b>	
<b>1) INTRODUCTION OF BUSINESS</b>	1
1.1 Name and address of business	1
1.2 Organizational chart	1
1.3 Vision	2
1.4 Mission	2
1.5 Descriptions of products / services	2
1.6 Price list	3
<b>2) FACEBOOK (FB)</b>	4
2.1 Creating Facebook (FB) page	4
2.2 Costuming URL Facebook (FB) page	4
2.3 Facebook (FB) post – Teaser 1 & 2	5
2.4 Facebook (FB) post – Copywriting (Soft sell 1 & 2)	6
2.5 Facebook (FB) post – Copywriting (Hard sell)	7
2.6 Frequency of posting	7
2.7 Overview of Facebook page	8
2.8 Sales report	8
<b>3) CONCLUSION</b>	10

## EXECUTIVE SUMMARY

Boutique Nona Manis is a fully online boutique that sell inner and scarf in a variety of style, colors and size with the high quality of material. This online boutique has started to operate online since 1<sup>st</sup> March 2018. The idea of creating the business's name came from the word 'Nona' means a young woman and 'Manis' means sweet in Malay. We have made a combination of Nona Manis in the hope of the wearer of our inner and hijab will feel like a sweet young woman despite of their age.

Most of the inner and hijab provided in the FB Nona Manis are for women in average of 15 until 45 and above. Our inner was designed from the viscose material therefore Muslimah will comfortably wear it for the whole day without having problem of hair coming out from the shawl. What I personally love it because the inner is not too tight or too loose and just nice according to your head. In terms of hijab, we have provided an instant hijab from the cotton and for those who prefer to look bright and confidence in their appearance can choose our satin shawl.

The price is determined by the size and the design of the products. Our lowest price is started from RM10 until RM44. I believe that the price is considered reasonable and affordable with regards to its quality. Based on the customer's lifestyle that always wants the comfort and quality of the beautiful and neat scarf, we are confident of meeting the demands of our customers and further expand, advance and further enhance the business of Boutique Nona Manis in the hijab fashion.

# 1. INTRODUCTION OF BUSINESS

## 1.1 Name and Address of Business

**Name: Boutique Nona Manis.**

The idea of creating the business's name came from the word 'Nona' means a young woman and 'Manis' means sweet in Malay. We have made a combination of Nona Manis in the hope of the wearer of our inner and hijab will feel like a sweet young woman despite of their age.

**Address:**

Since this boutique is fully operated online, therefore the address will be the owner's house as below:

**No. 38, Lorong Pinggiran Bertam 19  
Bertam Perdana 4  
13200 Kepala Batas  
Pulau Pinang**

## 1.2 Organizational Chart

This business is operated by partnership structure. As business partners, my sister and I are both involved in the capital of the business and administration of the FB page. My sister is assigned to in charge on customer and marketing while all the operation of the products will be in charged by me.

