



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITY TEKNOLOGI MARA (UiTM) PUNCAK ALAM, SELANGOR

FACULTY OF BUSINESS ADMINISTRATION

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE



SOCIAL MEDIA PORTFOLIO: FATHEENA

PREPARED FOR:

MADAM SITI ZAITUN BINTI SADDAM

PREPARED BY:

FARHAH NABILAH BINTI KHAIRULHISYAM

ID NUMBER:

2020449452

CLASS:

ENT530Z

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EXECUTIVE SUMMARY

Fatheena is located at Plaza Paragon Point, C-9-G, Kajang, Jalan Pusat Bandar 5, Seksyen 9, 43530 Bandar Baru Bangi, Selangor. Our mission is to create the perfect and most comfortable hijab for everyone. We offer an innovative product from high quality materials that will benefit our customers on many ways. Fatheena always ensures to produce something affordable but maintaining the quality of the products.

Fatheena has rapidly expanded throughout the country since 2020 and has developed to become one of Malaysia's top online hijab stores. Fatheena continues to lead the path for comfortable and affordable hijabs with attractive designs on every collection.

Fatheena's target audience is a group of people who are looking for an affordable and comfortable hijab with attractive designs that can be wear either formally or casually on a daily basis. Fatheena also targeting students that still do not have their own income because the products that we offered is affordable that can be afford by them.

Fatheena registered the business with Go E-Commerce on April 2020. Fatheena do not target specific area to do this business because our customers can be from anywhere as long as they are seeking for an affordable and comfortable hijab. Fatheena focuses to emphasize on producing a high-quality product with such a reasonable price as compared to other competitors' products. Besides that, Fatheena will ask on satisfaction of the customers towards the products from time to time so we will continue on upgrading our products to be better.

TABLE OF CONTENTS

CONTENTS	PAGES
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
1.0 GO E-COMMERCE REGISTRATION	5
2.0 INTRODUCTION TO BUSINESS 2.1 NAME AND ADDRESS OF BUSINESS 2.2 ORGANIZATIONAL CHART 2.3 MISSION AND VISION 2.4 DESCRIPTION OF PRODUCTS AND SERVICES 2.5 PRICE LIST	6-9
3.0 FACEBOOK (FB) 3.1 FACEBOOK PAGE 3.2 CUSTOM URL FACEBOOK (FB) PAGE 3.3 FACEBOOK (FB) POST – TEASER 3.4 FACEBOOK (FB) POST – HARD SELL (COPYWRITING) 3.5 FACEBOOK (FB) POST – SOFT SELL (COPYWRITING)	10-18
4.0 CONCLUSION	19

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Fatheena is chosen as the name of this business because of the uniqueness of how it sounds. Besides that, the name Fatheena connotes a cheerful, flexible, and expressive personality, as well as sound business judgment and a strong sense of responsibility, which should allow this business to build friendly connections in positions of trust while dealing with the customers. Choosing a decent business name is critical if you want to be successful, since it is the key to distinguishing yourself from your rivals. Customers link a business's name with the value it offers them.



Fatheena Official Logo

Fatheena is located at Plaza Paragon Point, C-9-G, Kajang, Jalan Pusat Bandar 5, Seksyen 9, 43530 Bandar Baru Bangi, Selangor.