

## ENT 530

# PRINCIPLE OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: HAURABELLE BY AF FROM HAURABELLE  
COLLECTION

PREPARED BY	AFRINA RAUHAH BINTI ABDUL JAMIL
STUDENT ID	2020955749
PREPARED FOR	RAHAYU HASANORDIN

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My effort may never be enough as there are always new things to learn and experience. I hope that with everything that i have learned so far during the process of obtaining information and skill gained will be of use to us in the future.

## EXECUTIVE SUMMARY

Haurabelle.AF is a dropship business account for a Haurabelle company. Haurabelle is a Muslim clothing business that has a minimal modern design for each of their clothes and is in line with the passage of time. The business sells each set of their clothes at a reasonable price which is very affordable for a set of clothes.

This business has an outlet at No 72, Jalan BDS 2, Bukit Desa Semantan, 28000 Temerloh, Pahang. Customers can go to Haurabelle's own premises or buy through their website. In addition, Haurabelle is active on social media accounts such as on their company's Facebook and Instagram pages.

The advantage of Haurabelle is that they often hold promotions that can attract customers. Customers are often interested in their simple but fashionable clothing design. Their clothes are also popular because they often produce baggy designs that are very popular with today's youth.

Most of their clothing designs make daily life easier, for example, such as making it easier for women to cover their aurat, making it easier for women to perform ablutions and using comfortable materials to be worn by Muslim women out there.

They also use the dropship method as one of the ways to increase their monthly sales. In addition, this dropship method is opened to help those who are interested to increase their side income. Every dropship that can achieve impressive sales will be rewarded by Haurabelle.

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## **1. INTRODUCTION OF BUSINESS**

Haurabelle.AF is a dropship business account for a Haurabelle company. “Haurabelle” is stand for the name of the company and “AF” is represent to the owner of this business account name which is Afrina. Haurabelle is a Muslim clothing business that has a minimal modern design for each of their clothes and is in line with the passage of time. The business sells each set of their clothes at a reasonable price which is very affordable for a set of clothes.

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