



اَوْنِيُوْزِ سِيْتِي تِي كُنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **SOCIAL MEDIA PLATFORM**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PLATFORM

**FACULTY & PROGRAMME:** FSSR / BACHELOR OF GRAPHIC DESIGN (HONS)

**NAME** : SAIDATUL SUHAILAH BINTI MOHD SUHAIMI

**STUDENT ID** : 2020954089

**GROUP** : AD241 5C

**LECTURE'S NAME** : RAHAYU HASANORDIN

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Alhamdulillah, finally I have completed my Social Media Platform (SMP) report for Principle of Entrepreneurship (ENT 530). First and foremost, I am grateful to Allah S.W.T who gives me a great opportunity to complete this report. I also would like to give a big thanks to my lecture Madam Rahayu Hasanordin who guide and teach me in this subject, ENT 530. Then, I would also like to thank my family especially my mother Saniah binti Daud and my father Mohd Suhaimi bin Talib who give me a lot of support. Besides that, I would like to thank to all my friends who always there for me when I need them along my Online Distance Learning since I started my Degree until now. Once again, thank you for the support. I really appreciate that and feel thankfully by everyone's kindness and only Allah can return them the good deeds. Thank you.

## **EXECUTIVE SUMMARY**

The business is De'Lulu By Suhailah. This business sells woman attire which is pleated skirt. The main product name are Hayla Pleated Skirt. The business is based on Sungai Buloh Selangor. This business is sole proprietorship and Miss Saidatul Suhailah are the sole proprietorship of De'Lulu by Suhailah. The mission for this business is to sells the feminine, exclusive and high-quality items to meet customer needs with sharia compliant and the vision of this business is to being the favourite choice of Muslimah attire among customers. Normal price for Hayla Pleated Skirt is RM49.00. This business sells their product by online and promote the business and product thru social media which is Facebook (FB) page. At this moment, Facebook page for De'Lulu by Suhailah already have 116 likes and 116 total followers. This business will promote their product by having seven teaser, 16 softshell and 16 hardsell. This business, De'Lulu by Suhailah have 1 video and 40 timeline photos exclude cover and profile photos.

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## 2. INTRODUCTION OF THE BUSINESS

### 2.1 NAME AND ADDRESS OF THE BUSINESS

Name of this business is De'Lulu By Suhailah. The “Lulu” name is taken from Arabic language which means pearl. It is because to achieve our goals which is the business are sell the high-quality product and customer will feel beautiful when wear our collection. Then, “by Suhailah” are taken by my own name which is Saidatul Suhailah binti Mohd Suhaimi.

Next, the business is based on Sungai Buloh, Selangor. This is the address of the business:

#### Address of the business

NO.12, Jalan SP ½, Seri Pristana, 47000, Sungai Buloh, Selangor.

