



اَوْبُونُ سَيِّتِي تَيَكُونُ لِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**SOCIAL MEDIA PORTFOLIO**  
**PRINCIPLES OF ENTREPRENEURSHIP**  
**ENT530**

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## **Executive summary**

This report is containing about go e-commerce business that start with go e-commerce registration in print screen concept. Besides that, this have the details information about the business product that I was conducted which is started with introduction of the business for point one, follows by name and address, organizational chart, mission and vision of the product, the descriptions of the products for example the BAWALCUNS product, which sells high-quality, soft hijabs for female customers to wear. Customers can choose from a variety of colour options that had been provided. There are no abstract or related patterns on the BAWALCUNS hijab fabric, including the price list of the business product. For point 3 have the information about Facebook that started with creating page, customing URL, 7 posts of teaser of the product then 16 posting of hard sell and soft sell including copywriting and visual graphics and the conclusion at the end of this Social Media Portfolio Report.

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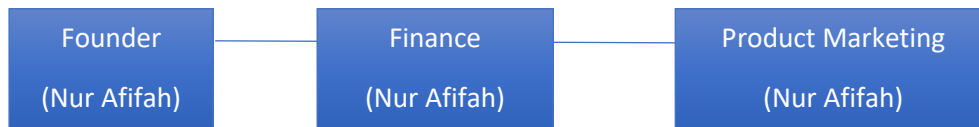
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## 2. Introduction of Business

### 2.1 Name and address of business

The name of this business product is BAWALCUNS that is located at No.91, Jalan Keruing 4B/1, Taman Keruing, 44200 Rasa, Hulu Selangor.

### 2.2 Organizational chart



### 2.3 Mission / vision

The mission of this BAWALCUNS product is to sell high quality products and provide comfortable fabrics to female consumers while the vision of this product is to make this product brand as a successful new product and a trending product to the society now and in the future.

### 2.4 Descriptions of products / services

This is a BAWALCUNS product, which sells high quality and soft hijab to be worn by female consumers. There are various types of colours available for purchase by customers. There are no patterns like abstract or related on the BAWALCUNS hijab fabric.

### 2.5 Price list

The list price of this product based on the size of the hijab fabric measuring which is 40-60 inch. For the 45-inch size is Rm 12 a piece, while RM 16 for sizes 50 inches a piece and RM 25 to size 60 rm inch a piece.