



SOCIAL MEDIA PORTFOLIO

D' MUSLIM STORE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

**FACULTY &
PROGRAMME** : **FACULTY OF ART AND DESIGN (AD241 -
BACHELOR OF GRAPHIC DESIGN (HONS.))**

SEMESTER : **5**

PROJECT TITLE : **WRITTEN REPORT ON SOCIAL MEDIA OF D'
MUSLIM STORE COMPANY**

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ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful.

All praises to Allah who give us strength and knowledge to complete this assignment. This assignment is a part of our subject Principles Entrepreneurship (ENT530). This assignment has proved to be very helpful and a great experience to us.

First and foremost, I would like to express my gratitude to our supportive lecturer, Madam Rahayu Hasanordin for his assistance, advice, giving us a helpful guideline and full support in various ways. She also has given constructive motivation to complete this project.

Next, I have worked hard on this project. However, that would not have been possible without the help of my parents, friends and family. They also gave us a lot of ideas, knowledge and helped me in various ways to complete this project. Finally, I also like to thank to owner of the business, Ms Nur Yana Raihan for her kindly to allows and approve me to use her product as a business purpose for my project. Without them, I will not have been able to finish this business project.

Through all the challenges for completing the project report, we tend to become more professional and mature in working with issue on online marketing. This online marketing includes graphic content, copywriting, promotion, service, financial and learning plan and all other details required to market the product.

Last but not least, I am very grateful to those who participated in this project, because without their inspiration and useful advice, it would be impossible to create this project before the deadline.

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EXECUTIVE SUMMARY

The purpose of this online marketing project is to learning process and the potential to become a successful entrepreneur. This project also intended to gain knowledge and practical ways to us as students feel how to run a business as well as to define the knowledge and experience with the company business before we venture into our own business. So, this project is no way a guarantee income for owner's product.

Platform

To underline a given online marketing project, Facebook is the best platform to market a business product. This is because half of Facebook users visit this site several times a day. Facebook is also an easier platform for users to find products to buy so this is the right platform to keep our business with marketing content.

CHAPTER 2: INTRODUCTION OF BUSINESS

2.1 Name and Address of business

D' Muslim Store is a retail company that sells large quantities of modern, fashionable, Muslim products in high demand and competitive prices. D' Muslim Store sells high-growth products driven by current Muslim trends, such as Turkish Sajadah, Telekung Arafah, Muqaddam and other fashionable Muslims.

The CEO of the company is Ms. Nur Yana Raihan, who is also a student at Tun Hussein University in Malaysia. Together with her family, she handles and manages the customer service, marketing and operations of Shopee's D' Muslim Store products in a timely manner. Her main goal is to expand D' Muslim Store products to provide and support for Muslim users to obtain the brand as lifestyle product, as well as other fashion products that consumers can buy in other retail and supermarket chains. Therefore, her current strategy is to gain a lot of exposure through online platforms such as Facebook, Instagram, and Lazada to increase brand awareness and enter the local retail market and international market. It is because, D' Muslim Store does not have any retail outlets and their sales are entirely via online. It has a product inventory location at No. B2-181, GM Klang Wholesale City.

2.2 Organizational Chart

D' Muslim Store does not have any organization chart because the products are only managed by Ms. Nur Yana Raihan and her family.

