



اَوْبُوْ سَيِّدِيْ تَيْكُونُوْ لِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**ENT 530
PRINCIPLES OF ENTREPRENEUR**

**INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PROJECT**

PROGRAMME : BA246 - BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS

SEMESTER : 4

GROUP : ENT530X

NAME : AHMAD ADIB BIN GHAZALI

STUDENT ID : 2019290838

LECTURER'S NAME : RAHAYU BINTI HASANORDIN

SUBMISSION DATE : 6 JULY 2021

ACKNOWLEDGE

It is really a matter gratification for me to prepare this Social Media Project Report. This project report is an essential part of learning as it helps and give an early exposure to business and starting a company as an entrepreneur. Besides, this report is very helpful in developing a good entrepreneurial skill. It also helps us as the new entrepreneur and give awareness about the aspects, which are to be considered in starting a new business. Thus, I would like to give tokens of appreciation to people who helps me in completing this report.

First and foremost, I thank Allah S.W.T for giving me an endless strength during the entire journey in completing this project. Next, a massive gratitude and thank you to my lecture, parents and my classmate for providing me the moral support to complete the project work successfully. Thanks for giving me advice, valuable guidance and encouragement to me.

Last but not least, I am very thankful to all those people who helped me directly or indirectly to get necessary information during preparation of this report.

EXECUTIVE SUMMARY

The company name is AG Exclusive, a sole proprietorship business which is own by Ahmad Adib bin Ghazali. AG Exclusive is a new online business which starts its operation in April 2021. To make the brand more recognizable and marketable, AG Exclusive was chosen as the brand where it was taken based on the name of its founder, Adib Ghazali. The business is located in Kuala Terengganu with address: 140B Kampung Masjid Raja, Chendering, 21080 Kuala Terengganu, Terengganu.

AG Exclusive is a new online business that sells a wide range of hijabs and women's hijabs, specifically *tudung bawal*. *Tudung Bawal* is also known as Square Hijab. It is a garment worn by women especially Muslim women to cover their heads. Since the modest fashion industry has been on the rise these past few years, the trend for the *tudung bawal* has also changed within time giving different unique touches for each design. Women now have a wide range of *tudung bawal* that they can don with their outfits modestly. Most people like the square hijab because it can be formed easily and styled well.

In Malaysia, the *tudung bawal* business has a stable but very competitive demand as sellers of *tudung bawal* can be found everywhere. Therefore, to make it more interesting and appealing, several aspects have been prioritized in the selection of the veil such as material and colors for this business. For the material selection, we use a material premium cotton voile as it is the best material suitable for daily wear in Malaysia's weather. The material chosen is also has the ability to make it wearable even it is not iron (less wrinkle). Other than that, range of color available for AG Exclusive *tudung bawal* are according to the latest fashion trends. Among the colors available are 20 choices of pastel colors that are very trendy. Thus, the *bawal* lover has a variety of colors to choose for both work and everyday use.

The business was registered in Go e-commerce in March 2021 and fully started in early April 2021. With the vision to be a sustain and well-known *tudung bawal* company, we provide the variety of *tudung bawal* to all Muslim women with the best price and deals. This business is expected to develop successfully in near future because of it is convenience for not only students and office workers but also housewives. Due to its benefits and can be used by all walks of life, the demand of *tudung bawal* is expected to rise and this is considered as an advantage to our business sustainability.

TABLE OF CONTENT

No.	Content	Page
1.	1.0 Go ecommerce registration	1
2.	2.0 Introduction of business	2
3.	2.1 Company Background	2
4.	2.2 Organization Chart	2
5.	2.3 Mission and Vision	3
6.	2.4 Description of Product	3
7.	2.5 Price List	4
8.	3.0 Facebook Page AGExclusive	5
9.	3.1 Creating FB page	5
10.	3.2 Customing url facebook (FB) page	7
11.	3.3 Facebook (FB) post – 7 teasers	8
12.	3.4 Facebook (FB) post – 16 soft sell	9 - 24
13.	3.5 Facebook (FB) post – 16 hard sell	25 - 40
14.	4.0 Conclusion	41

2.0 INTRODUCTION OF BUSINESS

2.1 Company Background

Name: AGEXCLUSIVE Bawal

Address: 140B Kampung Masjid Raja, Chendering,
21080 Kuala Terengganu, Terengganu.

Telephone number: 010-6636799

Email: agexclusivebawal@gmail.com

Form of business: sole proprietorship

Name of bank: Maybank

Bank account number: 164232564232

2.2 Organization Chart

