



SOCIAL MEDIA PORTFOLIO

TARBIAH CINTA AL QURAN BY ICHA



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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SEMESTER : 4 (2020/2021)
NAME : NUR ELISSYA AQILA BINTI HASAGAYA
MATRIX NUMBER : 2019822986
GROUP : ENT530 FiTA/FF2364A
LECTURER : NORFAZLINA BINTI GHAZALI

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EXECUTIVE SUMMARY

Tarbiah Cinta Al Quran by Icha is a dropshipper by Sahabat eNuur. The main objective is to share and sell Al Quran to anyone who loves to read Al Quran and to our customers that find affordable prices and beautiful Al Quran.

Tarbiah Cinta Al Quran by Icha was started on 3rd June 2021. It was a great beginning with a variety of types of Al Quran and affordable prices. Tarbiah Cinta Al Quran by Icha has a great quality of Al Quran and this product therefore offers a clear analysis of our customers' continued purchases.

Since the beginning of its opening, Tarbiah Cinta Al Quran by Icha proudly already sold more than 15 Al Quran to our lovely customers. Increasing demands for our product results in a good profitable sales revenue to our business. Therefore, Tarbiah Cinta Al Quran by Icha is a good marketable product of choice that can be further to many areas as the business keeps on growing.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Tarbiah Cinta Al Quran by Icha is a business that sells various types of Al Quran and it was a dropship business. The name of this business comes from the one who deals with dropshipper and I am as a owner loves to name myself as Icha with everyone, so I decided to combine Tarbiah Cinta Al Quran with my name Icha and it becomes Tarbiah Cinta Al Quran by Icha. Me as a drop will handle promoting to gain customers to buy Al Quran. From that, I will get commission once I have sold Al Quran. My business motto in this business is “Pure with love, trust with heart” which means that everyone should believe everything that happened the same as in Al Quran. Target market for this business is from kids to adults between the age 5 years old to 60 years old. This is because everyone that wants to read Al Quran can start at any age like kids. Their parents want their children to know how to read Al Quran.

In this business, I just used the logo from dropshipper because it shows me as a legal dropship for Tarbiah Cinta Al Quran.

