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COURSES

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

TITLE

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

In line with its mission and vision, FAEYA Collection wants every woman to feel hijab fashion with a stylish style. FAEYA Collection offers "Bawal Cotton Premium" which has a variety of design patterns and a variety of colors available. the price given is very affordable, a piece is only RM 15 ringgit. This product is targeted at women to buy it regardless of students, housewives or working women, but for men can also buy it to gift this product to special people. a very reasonable price offer can attract customers to buy this product. the owner of this FAEYA Collection is Nurul Fatira Binti Roslan. I created a Facebook (FB) page to further expand her online business. besides that I can also learn online sales. I also learned to edit images to advertise the products I want to sell.

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- Mission / Vision

MISSION

- Featuring hijab style that has the latest style with FAEYA Collection

VISION

- Making products that can be comparable to world market products.
- To market high quality products with highly satisfactory services.
- To meet the needs or demands of every woman in beauty care, especially in displaying the wearing and selection of a neat hijab according to Islamic law.

- Description of products / service

FAEYA Collection offers “bawal hijabs” with a variety of interesting design patterns and colors that make customers random to choose it. In addition, FAEYA Collection also provides consolation either bracelets or bracelets for each purchase of hijabs in excess of the prescribed number. We also offer post service if this customers are outside our area. We also provide delivery services to customers around Pasir Mas and Wakaf Bharu areas. For any inquiries about our products, customers can browse the Facebook (FB) page and Instagram or can directly contact us with the Whatsapps number listed.