



اَبُو سَيِّدِي تَكُونُو لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO HIJABEE_SCARVES

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMEE : FACULTY OF BUSINESS MANAGEMENT
PROGRAMME : OPERATIONS MANAGEMENT (BA244)
SEMESTER : 4
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ACKNOWLEDGEMENT

First and foremost, I would like to express my deep and sincere gratitude to my parents for helping me with their support, love, and care to make sure this assignment is going smoothly for me during the completion of this assignment.

Next, I am extremely thankful to my lecturer Madam Nadiah Maisara Binti Abdul Ghani for providing invaluable guidance and for her support during the completion of this assignment especially during the whole time of open and distance learning (ODL) process.

Finally, I would like to say thanks to all my friends for their kindness to provide constant encouragement and support throughout this article review assignment especially during the time when I have to face with a poor internet connection. Finally, I am so thankful to everyone that has helped me throughout the completion of this report.

EXECUTIVE SUMMARY

Hijabee Scarves is a small business that sells a wide range of the latest and premium quality scarves at affordable prices. Our scarves business is sold to provide a comfortable, elegant and modern. Hijabee Scarves has released three types of scarves that will attract people to buy namely Lovely Pleated Sawl, Luna Eyelash Shawl and Muna Satin Shawl. Each type of shawl we sell has its own unique material that is able to attract women of all ages. In addition, the price for each type of shawl we sell is different which are Lovely Pleated Shawl is 1 for RM20 and if you buy 3 save RM 50. For Luna Eyelash Shawl, the price is RM 12 and the last one is the Muna Satin Shawl which is priced at RM 25.

Our target customers consist of women of all ages who wear hijab because the price of our hijab is very affordable. Hijabee Scarves sells hijabs because they are confident that women who wear these hijabs, will continue to buy hijabs even though they already have dozens and hundreds of hijabs. All scarves are provided with quality finishes for customers to feel comfortable when wearing them.

In addition, we also include our slogan "Modern Hijab Style" which means a variety of modern, latest and high quality hijabs at affordable prices and customers will not regret buying hijabs from us as we produce high quality and comfortable hijabs for women at affordable prices. This business produces its own brand of scarves with the price is a bit budget, but the quality remains good and beautiful and can be considered a small business.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business



We came out with the name HijaBEE_Scarves because this word is actually come from the word Hijab which means clothing used to cover a woman's head. We also made a simple but interesting logo because in our logo there is the name of our product which is HijaBee Scarves. This is to attract more customers and it will be easier for them to know this business just by looking at it. In addition, we also include our slogan "Modern Hijab Style" which means a variety of modern, latest and premium quality hijabs at affordable prices and customers will not regret buying hijabs from us because we produce high quality and comfortable hijabs for the women at an affordable price. Our business address is in 152 Jalan 8/7 Bandar Tasik Puteri, Rawang, Selangor, Malaysia.