



اَوْنَبُوْرُ سَيِّدِي تَيَكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



SAHABAT eNUUR  
LEGACY OF KNOWLEDGE

## SOCIAL MEDIA PORTFOLIO

AI Quran Tagging ENUUR

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

<b>FACULTY &amp; PROGRAMME</b>	FACULTY BUSINESS AND MANAGEMENT, BACHELOR OF HEALTH ADMINISTRATION
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<b>DATE OF SUBMISSION</b>	25 JUNE 2021

## **ACKNOWLEDGEMENT**

I would like to express my heartfelt gratitude to my beloved lecturer Nadiah Maisarah, who provided me with the wonderful opportunity to do this wonderful project on the topic Principles of Entrepreneurship code ENT530, which allowed me to do a lot of research and learn a lot of new things, for which I am extremely grateful. Second, I would like to express my gratitude to my parents and friends, who have always been loyal of me and have greatly enhanced me in completing this project within the time constraints.

I am overwhelmed with humility and pleasure to acknowledge my appreciation to all those who have accompanied me in putting these concepts, which are much above the level of simplicity, into something real. Without the help and advice of my lecturer, parents, and friends, no endeavor at any level can be effectively completed. I would like to express my gratitude to my parents, who assisted me greatly in obtaining various information, collecting statistics, and coaching me from time to time in the creation of this project. Despite their busy schedules, they provided me with various ideas in order to make this project unique.

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## EXECUTIVE SUMMARY

The purpose of this portfolio is to use a Facebook Page to start an online business. This is an online business that I've been running. My business is called Al Quran Tagging ENUUR. This page is essentially a religious bookstore, with the Al Quran tagged to allow people to find their preferred daily prayers whenever and wherever they wish. The location of my business is at Tawau, Sabah. Customers can contact me through my Facebook Page's personal messaging feature or the WhatsApp link I have generated. I will be posting out the products that customers have ordered so that we can keep our social distance, especially during this Covid-19. The items I am selling fall within the religious bookstore category. Customers will appreciate the convenience of this Al Quran Tagging ENUUR, as well as the elegant cover for each Al Quran, which is thick and not too large. As a result, customers may take it with them wherever they go. The tagging inside the Quran is done by hand, and it takes roughly 3 hours every Al Quran to complete perfectly.

Our target audience consists of a group of people who are seeking for a religious book, a low-cost surprise box, and the serenity of reading Al Quran tagging, which comes with different colors tagging that makes it simpler to find the daily prayer. Sahabat ENUUR's Al Quran Tagging is an excellent option for everyone and also delivery service is provided. Our specialty is in providing a ready-made Quran with verses tagged specially for Muslim friends and fellow Muslims.

The marketing technique utilized by Al Quran Tagging ENUUR in this report is to present the list price of the goods, supply some pictures of the product, and provide some soft sale and hard sale to capture consumer attention as well as win consumer's trust. Customers no longer need to be concerned about finding their unique prayer because Al Quran tagging has already prepared a tag for them. It is not heavy and is easy to carry. All of my customers are pleased with the convenience that this product provides. Since the pandemic Covid -19 take place, my roles are as an agent. I will be in charge of the promotion, sale, and distribution of the things. The stocks will be obtained from my stockiest. I started this business on Facebook and leveraged it by regularly marketing and publishing teasers, soft sells, and hard sells.

## **2.0 INTRODUCTION OF THE BUSINESS**



### **AI-Quran Tagging ENUUR**

#### **2.1 Name and address of business**

The AI-Quran that has been approved by the Ministry of Home Affairs has gone through a thorough review procedure and has no printing faults. KDN has given its approval to Sahabat Enuur's AI-Quran Tagging. My business name is AI Quran Tagging ENUUR, based in Tawau, Sabah. AI-Quran Tagging refers to the pages of AI- Quran's that have been tagged. The category is about the Quran's prayers, the prophet's stories, and the essential point in the translation.

AI-Quran tagging is simple to grasp and neat, allowing customers to better understand the meaning of the verses of the AI-Quran because the verses are straightforward. This service is a means for us to pique consumer interest and demand so that they can explore further into the meaning of each reading. The tags are pasted one by one on the verses of the Qur'an, and the tags are pasted manually. By hand, a Quran takes roughly 3 hours to complete, and the tagging procedure is meticulous. The two primary categories of AI-Quran Tagging Sahabat Enuur are the first without tagging, the second 198 tagging, and the third 383 tagging. Nafeesa is a tagging Quran with a total of 198 tags, as well as stickers. Safeeya, on the other hand, is Quran tagging, which includes 383 tags and is a continuation of Nafeesa tagging. With the addition of 185 sentences, the total number of tags, including stickers, now stands at 383. Every Quran we sell has now been upgraded. Tagging pliers have been affixed to up to 500 more neatly completed tags. Quran Tagging Enuur also offers a wide range of sizes, ranging from pocket size to A4 paper size.