



اَبُو سَيْدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION  
(FiTA)  
UNIVERSITI TEKNOLOGI MARA (UiTM)**

**COURSE CODE / NAME:**

ENT 530 / PRINCIPLES OF ENTREPRENEURSHIP

**LECTURER:**

MADAM NURHUDA BINTI HAJI NIZAR

**TITLE OF ASSIGNMENT:**

SOCIAL MEDIA PORTFOLIO

**NAME:**

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**STUDENT ID:**

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**PROGRAM / GROUP:**

FF237 / FF2374A

**DATE OF SUBMISSION:**

16<sup>th</sup> JULY 2021



## ACKNOWLEDGEMENT



First praise is all to Allah, the Almighty, on whom ultimately we depend for sustenance and guidance. I am so grateful that I am able to complete this social media portfolio as one of the requirement to accomplish the course assessment for the course ENT530.

Next, my sincere appreciation goes to my lecturer Madam Nurhuda Haji Nizar, whose gave guidance, careful reading and also give us moral support in different matters regarding the subject. She has provided a rubrics report outline and taught us to make our business become better even thought we cannot face to face due to the pandemic Covid-19.

Besides that, big thank you to University Teknologi Mara (UiTM) for making this subject as a part of our syllabus to acknowledge business education.

Finally, a big thanks to my parents for supporting me to complete this portfolio by helping me to promote my Facebook page to their friends and always have my back. Moreover, this portfolio also has been prepared with the cooperation and support from many people, especially my beloved friends. I hope this social media portfolio can give me more information about Entrepreneurship world.

## EXECUTIVE SUMMARY

“BIAR MURAH, ASALKAN CANTIK!!” is a trademark for Haurabelle clothing business. The main objective is that the business want to achieve is to offer variety clothes, in term of designs, colours, materials to the customers in affordable price.

According to the customers feedback, most of them like the clothes because of their item is loose and baggy style. This clothes also wudhu' friendly and can replace *telekung* to prayed. This product also liked by many due to the cheap and affordable price

Due to the pandemic Covid-19, this product still operating same as shipping delivery. Haurabelle is a good product to buy because of their comfy and loose item. Also their affordable price. Hopefully this business can further be expanded to many people as the business keep on growing.

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# 1.0 GO-ECOMMERCE REGISTRATION ✓

The screenshot displays the 'Go-eCommerce' user profile page. The page is divided into two main sections: 'PERSONAL PROFILE' and 'BUSINESS PROFILE'. The 'PERSONAL PROFILE' section includes a user profile picture and name, followed by 'Personal Information' and 'Institution Information'.

**PERSONAL PROFILE**

**Personal Information**

Name	: NUR NASUHA BINTI IBRAHIM	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	null
Personal Facebook	:	Race	:	Malay
Gender	: Female	Special Need Required	:	No
Marital Status	: Single			

**Institution Information** [Add New](#)

**UITM Puncak Perdana - NHN ENT530**

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UITM Puncak Perdana	
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	: Puncak Perdana	
District of Institution	: Petaling	Postcode	: 40150	
Level of Study	: Bachelor Degree	Study Status	: Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	: NHN ENT530	Class Name	: FF2374A	
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	: 2021	
Month Enrolling the Subject	: 3	Lecturer Name	: NURHUDA BINTI HAJI NIZAR	
Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 10	
Related To Study Field	: Yes			

Figure 1: E-commerce Registration

## 2.0 INTRODUCTION OF BUSINESS ✓

### 2.1 Name and Address of Business

Haurabelle is a business that sell women's clothes. Haurabelle is based on Pahang. Their business moto is "BIAR MURAH, ASALKAN CANTIK" which show that most of their clothes is affordable to buy. Their design of clothes also loose and baggy. The clothes material is not hot to wear.



Figure 2: Logo of Haurabelle

<b>Name of Business</b>	Haurabelle Holding Sdn Bhd
<b>Business Address</b>	NO 80 JALAN BDS 2 BUKIT DESA SEMANTAN, TEMERLOH 28000 PAHANG, Malaysia
<b>Telephone Number</b>	
<b>Main Activities</b>	Selling Kebaya, baju kurung, dress and Jubah
<b>Shipping Partners</b>	J&T EXPRESS
<b>Official Website</b>	<a href="https://haurabelle.com">https://haurabelle.com</a>
<b>Facebook Name</b>	Haurabelle
<b>Instagram Name</b>	Haurabelle
<b>Email</b>	haurabellehq@gmail.com

Table 1: Haurabelle Information



## 2.2 Organization Chart ✓

An organizational chart is a diagram that visually conveys a company's internal structure by detailing the roles, responsibilities, and relationships between individuals within an entity.

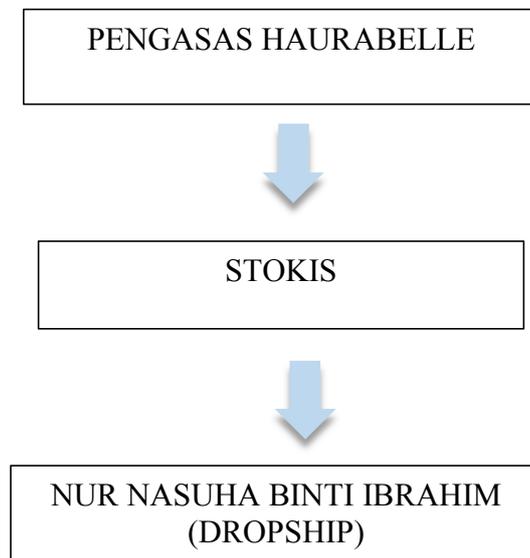


Table 2: Organization Chart

### 2.3 Mission and Vision

Every business has their own mission and vision. This is to run their businesses to be successful and to achieve their goal.

#### Mission

\*To provide excellent customer service to customers

\*To become the best dropship in Pulau Pinang

\*To make people believe that this product suite all age

#### Vision

\*To make Haurabelle clothing one of the best choice among customers and Top in Malaysia.

### 2.4 Description of Products or Services

Haurabelle is a business that offers various design of clothing to customers with affordable price. The reason why i selling this product is because it marketable among people that working, students and so on.

As the product is not only in one design, but in various design that so comfy and beautiful. This clothes have many promotion to gain customer to buy their products. Not only that, the customers that buy 2 clothes and above will get discount in shipping fee. The customer can buy the product through their website or through agent and dropship.

2.5 Price List



Product	Name and Price (RM):
	<p>MULAN BASIC</p> <p>RM 50.00 (Shipping fee: RM 9)</p>
	<p>NONA KAFTAN</p> <p>RM 59.00 (Shipping fee: RM 9)</p>
	<p>AMEENA KURUNG</p> <p>RM 50.00 (Shipping fee: RM 9)</p>



JENNY CASUAL

RM 50.00

(Shipping fee: RM 9)



DHEA COMFORT

RM 59.00

(Shipping fee: RM 9)



PALOMA

RM 59.00

(Shipping fee: RM 9)



BAJU HAJI DAN UMRAH

RM 60.00

(Shipping fee: RM 9)



PETUNIA SUIT

RM 59.00

(Shipping fee: RM 9)



PALESTINE COLLECTION

RM 59.00

(Shipping fee: RM 9)



CAMELA KAFTAN

RM 45.00

(Shipping fee: RM 9)



AMBER PEPLUM

RM 45.00

(Shipping fee: RM 9)

	<p>AMORA KAFTAN</p> <p>RM 45.00 (Shipping fee: RM 9)</p>
	<p>CLAIRE KAFTAN</p> <p>RM 45.00 (Shipping fee: RM 9)</p>
	<p>DAISY KURUNG</p> <p>RM 79.00 (Shipping fee: RM 9)</p>

Table 3: Haurabelle's Price List and Products ✓

### 3.0 FACEBOOK (FB) ✓

According to subject Principles of Entrepreneurship (ENT 530), we have given task to created a Facebook page. This is to promote our products and services among Facebook user.

Creating a Facebook page is one of the good way to create the community and connect our customers through online. As we know, people nowadays has venture into business field since, this field can gain money and at the same times, we can improve our services based on customers feedback.

#### 3.1 Facebook Page

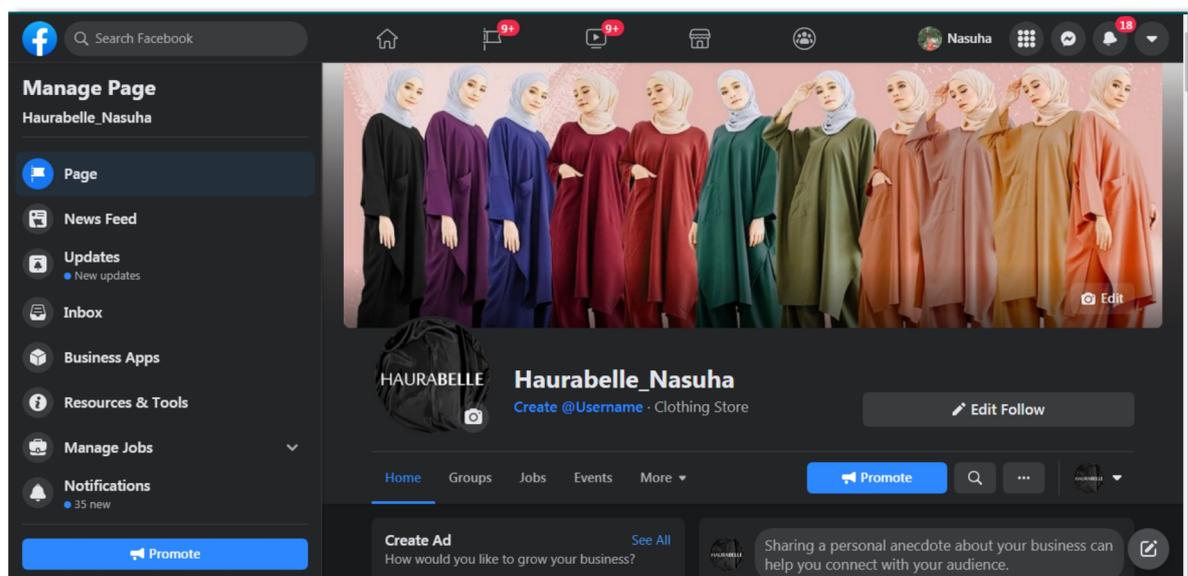


Figure 3: Facebook page

#### 3.2 Custom URL Facebook Page

Facebook URL: [https://www.facebook.com/Haurabelle\\_Nasuha-103301511982023](https://www.facebook.com/Haurabelle_Nasuha-103301511982023)

### 3.3 Facebook Post - Teaser ✓

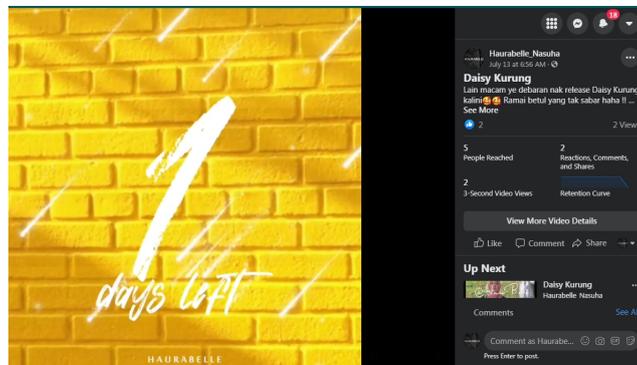
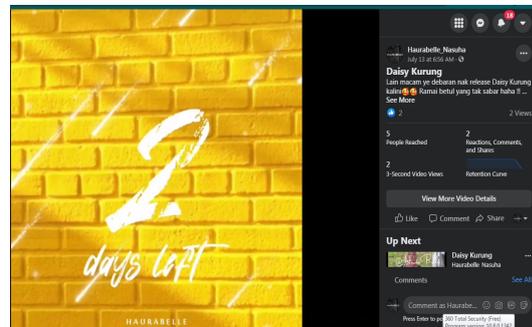
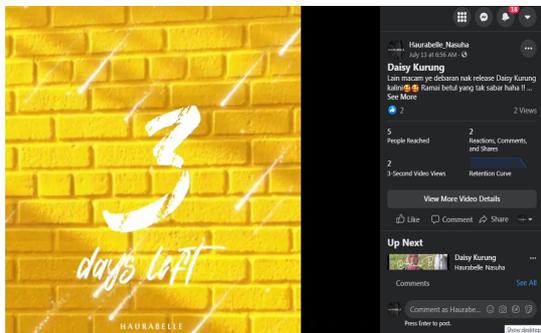
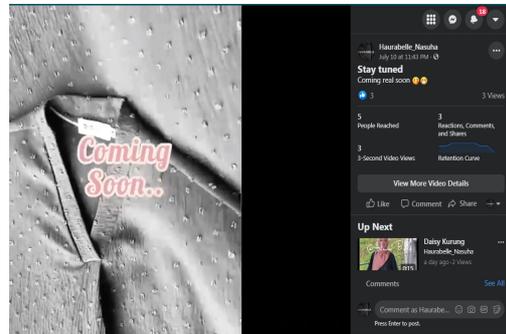
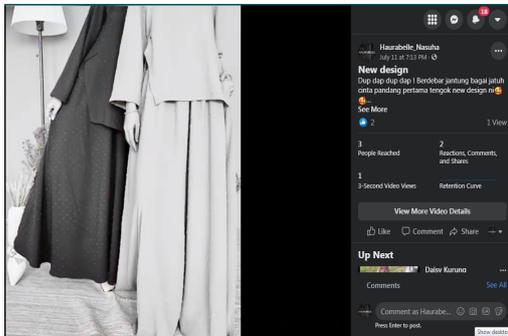
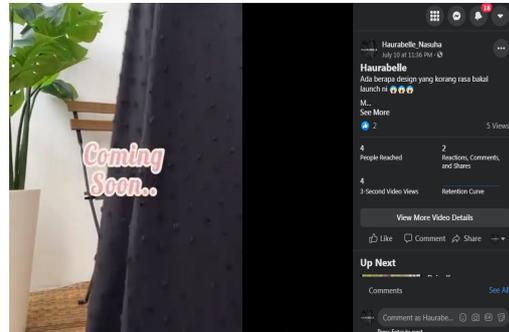
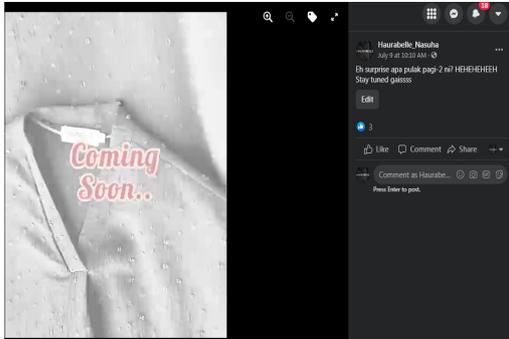


Figure 4: Teaser post

### 3.4 Facebook Copywriting (Hard Sell) ✓

Camela kaitan (top + skirt)  
 ❖ material premium como crepe  
 ❖ cutting yang selesa dan standard  
 ❖ right sleeve bell shape dan left sleeve kaitan  
 ❖ cara pakai sgt mudah cuma masukkan bhgian depan baju ke dalam hole yg disediakan  
 ❖ skirt cutting duyung (effect slim)  
 ❖ fully getah

Color  
 Nude  
 Baby blue  
 Mint green  
 Moss green  
 Navy Blue  
 Burgundy (dark maroon)  
 Pink  
 Black

Banyak colour dah sold out dekat HQ, Tinggal 4 colour ni jer yang korang boleh grab!! Jangan lepaskan peluang untuk grab harga promosi ni. Korang boleh pakai untuk raya haji nanti.

Harga  
 NP: RM 50/pcs  
 PROMO  
 RM45/pcs



Haurabelle\_Nasuha  
 July 3 at 5:01 PM

NEW DESIGN RELEASED  
 DESIGN VIRAL RAFAH BASIC LIMITED EDITION RMs9 ❖

Surprise!! Terkejut tak? Design viral keluar lagi guys tapi kali ini kita buat berhemakan palestine collection. Jadi mari kita membeli sambil bersedekah ❖

- ❖ Loose and comfy
- ❖ Material Premium Como Crepe, tak panas, lembut & jatuh terletak
- ❖ Wudhu' friendly (loose sleeve)
- ❖ Solat ready
- ❖ One set Baju + Seluar
- ❖ Pinggang fully getah
- ❖ Saiz S-XXL
- ❖ Readystock

ORDER NOW!  
 Jangan lepaskan peluang...  
 #savegaza  
 #FreePalestine  
 #PrayforPalestine



Haurabelle\_Nasuha  
 July 3 at 5:02 PM

side depan & tepi RAFAH BASIC sekali tengok komfem terus nak shopping sakan ❖

RM 59 ExcPostage LIMITED EDITION

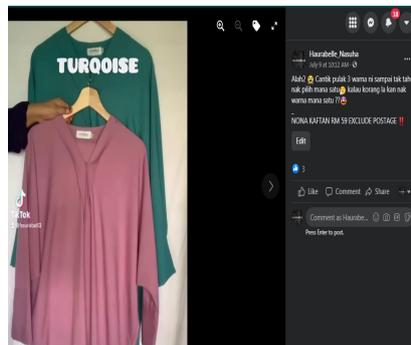
- ❖ Loose and comfy
- ❖ Material Premium Como Crepe, tak panas, lembut & jatuh terletak
- ❖ Wudhu' friendly (loose sleeve)
- ❖ Solat ready
- ❖ V-neck band
- ❖ One set Baju + Seluar
- ❖ Pinggang fully getah
- ❖ Saiz S-XXL
- ❖ Readystock

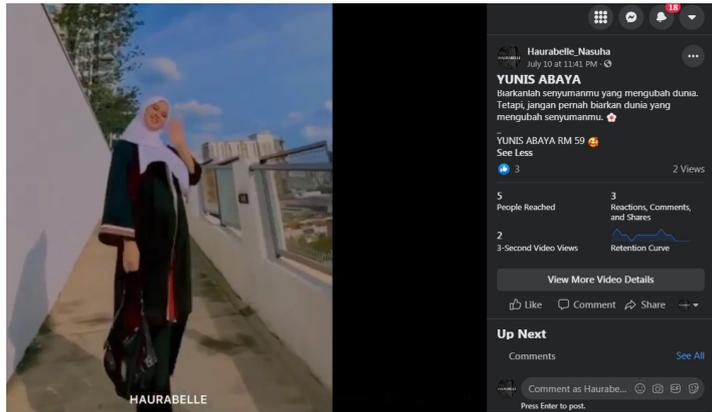
ORDER NOW!  
 Jangan lepaskan peluang...  
 TEKAN L I N K  
<https://0124399846.wasap.my/>



OMG ❖ ❖ ❖  
 Tak sangka harini dah LAST DAY 7.7 SALE [FREE POSTAGE] ❖  
 Cepat gais, hari ni dah last day untuk uolss grab harga jimat dengan FREE POSTAGE SM & SS. Jangan sampai terlepas pulak tau. Sayang tau kalau tak grab hari ni. Pilih yang mana berkenan di hati, rojer KakB sekarang.

SALE INI AKAN TAMAT PADA 11:59PM ❖





Haurabelle\_Nasuha  
July 14 at 11:46 PM · 🌐

**NEW DESIGN NEW MATERIAL RELEASED!! 🔥 \*RM79 ONLY\***

“SERIOUS DAH JATUH CINTA BETUL DENGAN DAISY KURUNG NII!! 😍  
👉 SEMUA LAWAZ, SEMUA CANTIK DAN PALING BEST TANPA GOSOK !!”

- Loose and comfy
- Material fabric fiona
- Fabric lembut dan sejuk
- Ironless (Tak perlu gosok)
- Tak memen
- Wudhu friendly (loose sleeve)
- One set Baju + Skirt
- Skirt cutting princess with pocket
- Available from Saiz S-XXL
- Readystock

**ORDER NOW!**  
ATAU TERUS KE WEBSITE  
<https://haurabelle.com>

#haurabelle  
#bajurayahaji  
#bajutanpagosok  
#looseandcomfy  
#menyesallahkalautakbeli



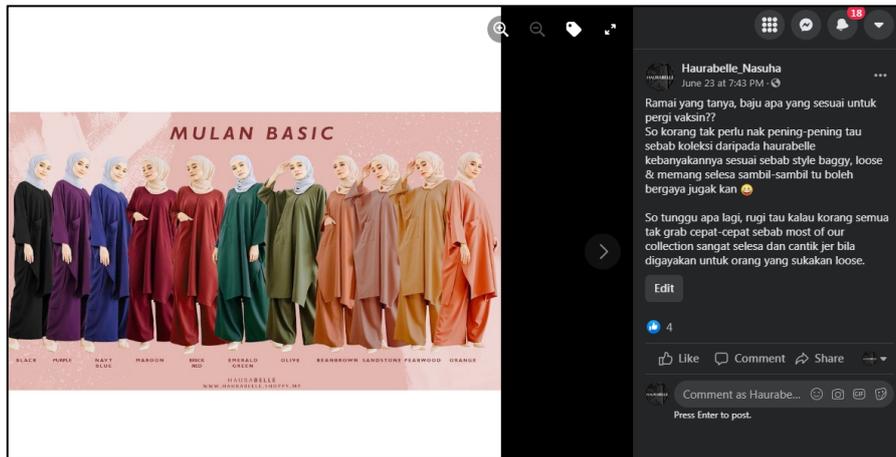
Colour for Daisy Kurung ✨  
Ada colour yang dah SOLD OUT yeeee!!!

- Black
- Maroon
- Rose brown
- Mint
- Mustard

Rm79 je uolssssss.

*Daisy Kurung*

### 3.5 Facebook Copywriting - (Soft Sell) ✓



**HAURABELLE**  
**MULAN BASIC**

BLACK HARDON ORANGE OLIVE EMERALD GREEN NAVY BLUE NUDE BABY BLUE MINT DUSTY ROSE PURPLE BRICK RED DUSTY BLUE GREY

Haurabelle\_Nasuha  
July 3 at 5:14 PM

Mulan Basic dah tinggal 14 colour je 🙏 cepat grab gaiss

IT'S FINALLY HERE!! SALE 7.7 FREE SHIPPING is finally here!! 🥳🥳

Free Shipping at 25/06 (start 10AM) - 7/07/2021

All koleksi Haurabelle **FREE POSTAGE** kecuali PALESTINE COLLECTION 🙏

WOW JOM GRAB SEKARANG !!

1

Like Comment Share

Comment as Haurabelle... Press Enter to post.

Haurabelle\_Nasuha  
July 3 at 5:20 PM

Pahut la ramai sangat berkeran dekat Mulan Basic ni mana tak nya. Tiap kali Restock, Creast je Sold out! Sebab superb selesa & boleh pakai kat mana-mana untuk casual or formal. Btw dorang ni cute je meseri dengan mulan basic 🥳

Berapa korang nak bagi untuk koleksi hot ni

See Less

2 Comments 10 Views

12 People Reached 4 Reactions, Comments, and Shares

10 3-Second Video Views Retention Curve

View More Video Details

Like Comment Share

Up Next

Comments See All

TikTok

Friday, 16 July 2021

Haurabelle\_Nasuha  
July 7 at 9:52 PM

"Herg bet barang dapur je kot takkan nak pakai lewo?"

eh of course la penampulan pakaian lama la cross over pandemic sekarang ni kon mane la tahu kut? jappa pudoh kat situ eh 🥳

Dah tamanya perempuan memang satu baris palak untuk nampak kemas lagi pakai Mulan Basic Bsh 🥳

Sapa Betah jini kalu tebus memang saka pakai Mulan Basic 🥳

See Less

3 Views

6 People Reached 7 Reactions, Comments, and Shares

3 3-Second Video Views Retention Curve

View More Video Details

Like Comment Share

Up Next

Haurabelle\_Nasuha  
July 7 at 9:11 PM

Hantu ada yang tanya, boleh tak close up baju NONA KAFAN

eh course la boleh untuk korang 🥳 so ni antara details untuk koleksi Nona kaffan 🥳

dekat sini sapa dah ada Nona Kaffan komen cikit 🥳🥳

Edit

3

Like Comment Share

Comment as Haurabelle... Press Enter to post.

Haurabelle\_Nasuha  
July 9 at 10:54 AM

Antara warna yang paling hot 🥳 Korang suka yang mana satu??

Korang boleh la bergaya waktu raya haji nanti 🥳

Warna BOLD ke PASTEL? 🥳

Cuba komen sabit!

Edit

1

Like Comment Share

Comment as Haurabelle... Press Enter to post.

HAURABELLE



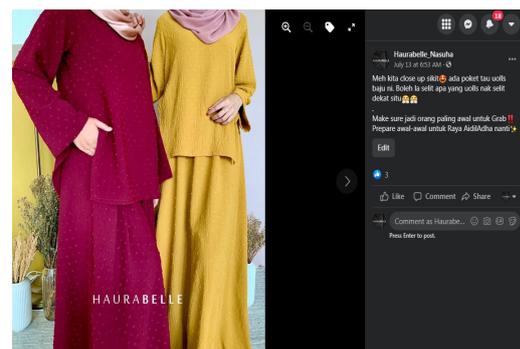
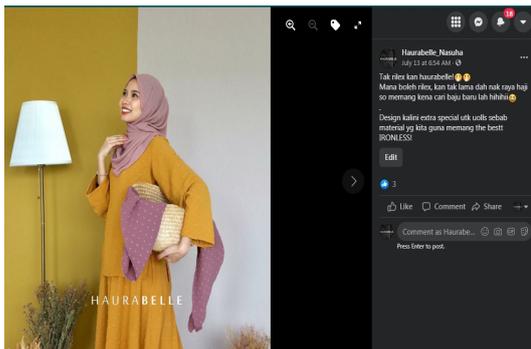
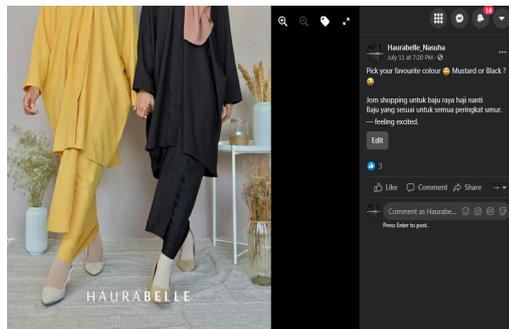
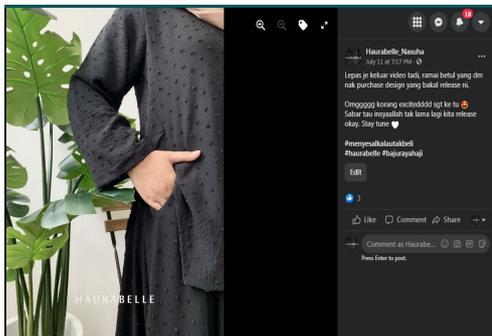
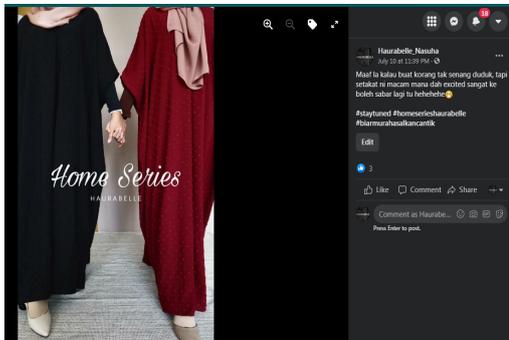


Figure 5: Facebook Copywriting (soft sell)



### 3.6 Graphics ✓

	<p style="text-align: center; border: 1px solid black; padding: 5px;">MULAN BASIC</p> <ul style="list-style-type: none"><li>*Material Premium Como Crepe (<i>tak panas, lembut &amp; terletak</i>)</li><li>*Loose and comfy</li><li>*Right pocket</li><li>*Available size S-XXL</li></ul>
	<p style="text-align: center; border: 1px solid black; padding: 5px;">JENNY CASUAL</p> <ul style="list-style-type: none"><li>*Material Premium Como Crepe (<i>lembut, tak panas, tak melekap</i>)</li><li>*Design baggy and loose</li><li>*Wudhu' friendly (elastic sleeve)</li><li>*Elastic band on the centre front top</li><li>*Pair with palazzo</li><li>*Palazzo fully getah</li><li>*Right poket</li><li>*Available size S-XXL</li></ul>



## NONA KAFTAN

\*Material Comocrepe (Breathable, sejuk, tak melekap)

\*Kebaya labuh with baggy style

\*Wudhu' friendly (loose sleeve)

\*Breastfeeding friendly

\*Pario skirt

\*Available size S-XXL



## DHEA COMFORT

\*Material Premium Como Crepe (lembut, tak panas & tak jarang)

\*Cutting loose & baggy

\*Zip bahagian dada & lengan

\*Wudhu' friendly/



## PALOMA KURUNG

\*Material Premium Comocrepe (Breathable, sejuk & tak melekap)

\*Basic kurung with front sleek

\*Wudhu' friendly (balloon sleek)

\*Breastfeeding friendly

\*Kain duyung

\*Available size S-XXL

## PETUNIA



\*Material Premium Comocrepe  
(Breathable, *sejuk, tak melekap*)

\*Design loose with ruffle style

\*One Right side pocket (Top)

\*Wudhu' friendly (loose sleeve)

\*Straight-cut pants

\*Available size S-XXL

## AMEENA KURUNG



\*Material Premium Comocrepe  
(*lembut, tak panas & tak melekap*)

\*Design loose and comfy

\*Wudhu' Friendly

\*Slit top for more elegant style

\*Available size S-XXL

## DAISY KURUNG



\*Material fabric fiona

\*Loose and comfy

\**fabrik lembut dan sejuk*

\*Ironless

\*Wudhu' friendly

\*Skirt cutting princess with pocket

\*Available size S-XXL

#### **4.0 CONCLUSION** ✓

In nutshell, Haurabelle is a business that sells various design of clothes through online platform. I can conclude that by create this Facebook page, I am able to market and promote the products and services by conducting the business through Facebook page. By this kind of platform, I am able to post the latest update from the product and new release clothes for regular customers.

Hence, by creating the Facebook page, it is not only given benefits for business but also for ourselves. We also can promote and market the product through others platform and it will makes our skill in IT increase.

By starting the business through Facebook is okay because Facebook is the most higher social media that used by people in the world. Due to the pandemic Covid-19, people are always scrolling smartphone and looked up their social media. Hopefully, people are find with the situation in our country but also, the business will growing up.