



SOCIAL MEDIA PORTFOLIO

HIJAB LOOK ✓

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): PORTFOLIO

FACULTY & PROGRAMME: FACULTY OF FILM, THEATRE AND
ANIMATION

SEMESTER : 4

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

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(2019868022)

LECTURER : DR. NURHUDA BINTI HAJI NIZAR

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ACKNOWLEDGEMENT ✓

First of all, I would like to express my deepest appreciation and thanks to Allah SWT for his grace and guidance to give me the strength to complete the portfolio “Business Social Media”. Although there are some difficulties in completing this report, but I have managed to complete.

I would like to thank my lecturer Principle of Entrepreneurship (ENT530), Dr. Nurhuda Binti Haji Nizar for throughout the process of preparing the portfolio. Not forget about the full strength given by her to the students and for guiding me to understand all the knowledge of this assignment. Without her guidance, how could I possibly complete this portfolio.

Then, I would like to thanks to my family for supporting me mentally and physically not just during this report but also throughout my online studies. Finally, I would like to thank my friends also for helping me and gave me encouragement in preparing this portfolio to the end.

Finally, I hope this portfolio can benefit me and my friends to learn the field of business. All the mistakes and shortcomings can serve as a lesson to me to change for the better in the future.

EXECUTIVE SUMMARY



This report relates to a student project in doing business on the Facebook platform. The purpose of this project should be complied with the studies related to the Principle of Entrepreneurship (ENT530). Students need to create a business project individually and do business according to the requirements set by the subject. Business done does not matter in terms of anything but still need to use the Facebook platform to do marketing.

Based on this project, Hiiijab Look business has been created by me to sell shawl products for women. The target of this business is for women who like to take care of their appearance to be fashionable and cover their hair. Every product I sell has good materials and can satisfy customers. There are various types of shawls on sale for them to look beautiful to stylish.

1. GO-ECOMMERCE REGISTRATION ✓

Go-eCommerce

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE

BUSINESS PROFILE

PERSONAL INFORMATION

NURHAFIZAH BINTI KAMARUDIN

Name	:	NURHAFIZAH BINTI KAMARUDIN
New Identity Card No.	:	
Email Address	:	
City	:	
State	:	
Personal Facebook	:	Nur Hafizah
Gender	:	Female
Marital Status	:	Single
Phone/Mobile	:	
Home Address	:	
District	:	
Postcode	:	
Personal Instagram	:	AJ1LCO
Race	:	Malay
Special Need Required	:	No

Institution Information

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UITM Puncak Perdana - NHN ENT530

Type of Institution	:	IHL
State of Institution	:	Selangor
Address of Institution	:	Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor
District of Institution	:	Petaling
Institution List	:	Universiti Teknologi MARA
Name of Institution	:	UITM Puncak Perdana
City	:	Puncak Perdana
Postcode	:	40150
Level of Study	:	Bachelor Degree
Course Name	:	NHN ENT530
Subject Name	:	Principles of Entrepreneurship
Month Enrolling the Subject	:	1
Internship Enrollment	:	No
Month of Internship Enrollment	:	-
Expected Year To Complete Study	:	2023
Related To Study Field	:	Yes
Study Status	:	Full time
Class Name	:	FF2374A
Year Enrolling the subject	:	2021
Lecturer Name	:	NURHUDA BINTI HAJI NIZAR
Year Of Internship Enrollment	:	0
Period of Internship Training	:	
Expected Month To Complete Study	:	10

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- Have completed a digital entrepreneurship course at a partnering tertiary institution

Completed Online Training

2. INTRODUCTION ✓

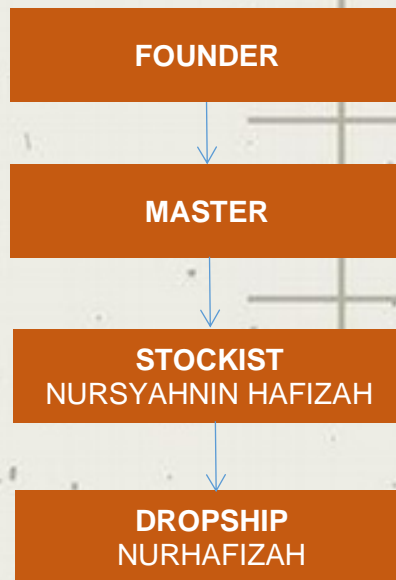
1.1 Name and address of business

The business name is Hiiijab Look with the slogan "Daily hijab to wear". This name is given because the hijab is part of the wearing routine that women need to look good and charming. Every woman wants to look stylish. So, the establishment of this business is to be objective to help women out there to stay fashionable despite having to cover their genitals.

This business is done without capital or more precisely dropship. I only promote stuff on social sites like Facebook. The business I do does not have to buy stocks of items or store business items. I just need to take a picture of the product and advertise it. When I get an order, I will contact the supplier of the product, and they will send the goods to the customer. Business process performed by the supplier at No 1 Jalan Setia Impian U13/7F Setia Alam. All stock of goods, packaging and delivery will be done at that address. Meanwhile, the Hiiijab Look business advertising process that I did was at No 21, Jalan 32/119 Taman Seri Bayu, Section 32, 40460 Shah Alam Selangor.

Name of business	:	Hiiijab Look
Email address	:	nhnurhafizah641@gmail.com
Telephone number	:	
Main activities	:	Fashion

1.2 Organizational chart ✓



1.3 Mission / Vision ✓

Mission Hiiijab Look:

The mission of our store is to create a world where women feel confident with their appearance. Every woman's belief depends on their comfortable wearing so believing that beauty is in themselves. It can help change a woman's life to be beautiful. Appearances that describe the beauty of every woman in the world. This inspires women especially Muslims. In this business we will also provide the best service, guarantee the quality, design and sewing of lids that satisfy customers.

Vision Hiiijab Look:

1. To be the main choice of customers among the Muslimah fashion industry in the online market.
2. Share interesting info for customers about mix and match in styling and beauty to women wearing hijab to appear confident.
3. Ensure service satisfaction to customers.

1.4 Descriptions of products or services ✓

The products sold by Hiiijab Look are an attraction in developing women's fashion, namely hijab products. The hijab products we sell are not too difficult for women to enrich. This product has been around for a long time, and it has become a trend change nowadays and makes it easier for women to wear hijab easily. We make sure that every product that Hiiijab Look markets is in line with women's tastes and according to the latest attractions. Our scarf products have no patterns or shapes, but they are attractive in terms of various colors, not uncommon, sizes, types of textiles and fabrics. It is very comfortable for customers to use and according to women's tastes to look simple but attractive when wearing it. We also sell inner products to complete the wearing of the hijab for women. This product is free size and suitable for use by all women. It is very comfortable and absorbs sweat. This inner product is suitable to match the type of shawl we market.

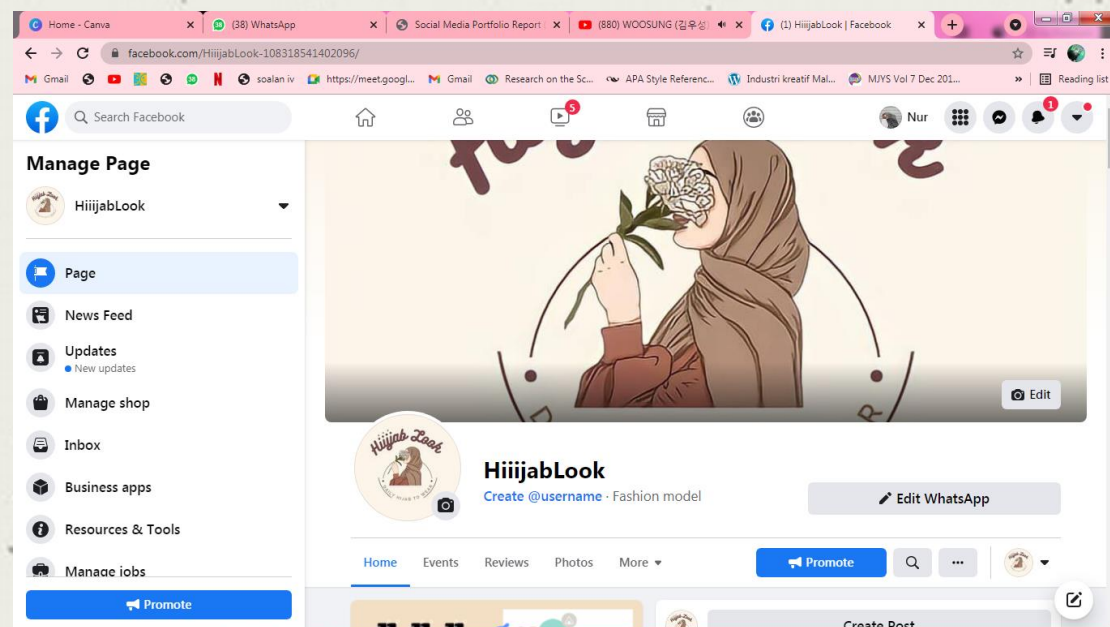
1.5 Price list ✓

Name of Products	Name of Products
<p data-bbox="236 1144 767 1178">1.Satin Matte Eyelash Shawl (RM20.00)</p> 	<p data-bbox="809 1144 1283 1178">2. Cotton Eyelash Shawl (RM20.00)</p> 

3. Create Facebook Page

To start this small business, I need to open a Facebook page account for the Hiiijab Look business. The official page of Hiiijab Look was created on April 25, 2021. Facebook was chosen as the business platform because the page is where I can publish business, brief information of shawl products and my service relationship with customers. On this page I will share business information such as shawl type or beauty sharing to attract people know about the business Hiiijab Look. I will make sure that every posting I did can get attention from others.

This Facebook page also helps other users to find the products they need. Nowadays, the use of social media platforms is very widespread. So, all the stuff they want just must touch the screen and just search inside the phone. When I sell products on Facebook it can make it easier for users to find and understand the product better. The Facebook platform helps me to have a good relationship with customers.

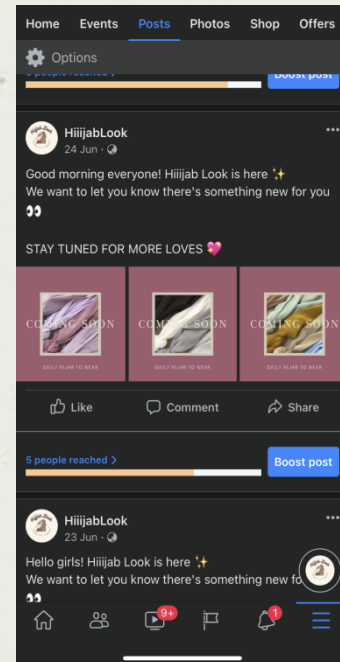
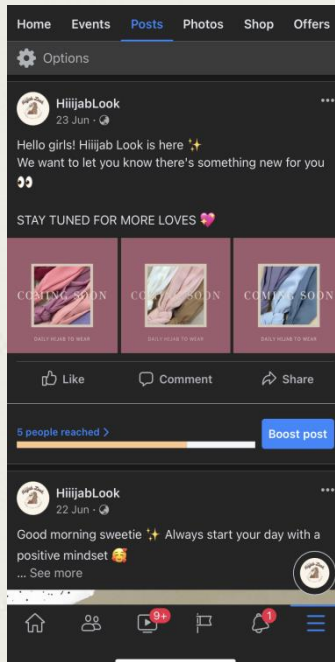
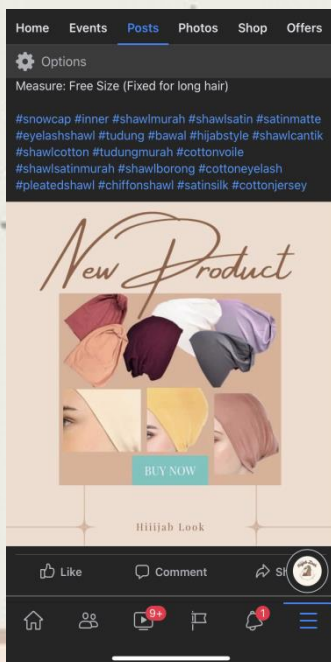
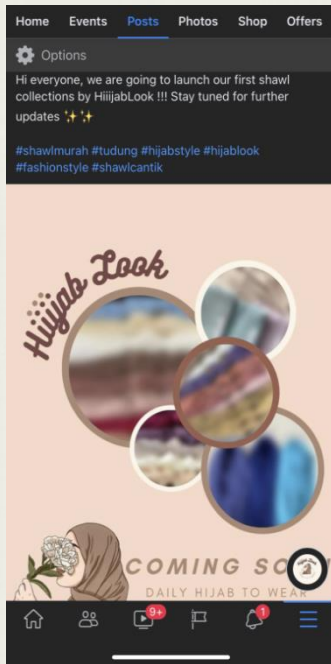


URL FB Page: <https://www.facebook.com/HiiijabLook-108318541402096/>



4. FB Teaser Post

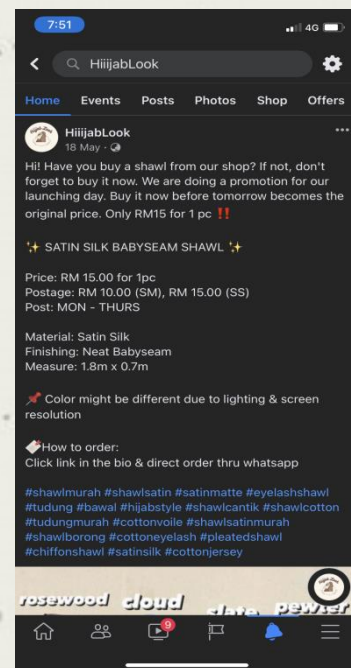
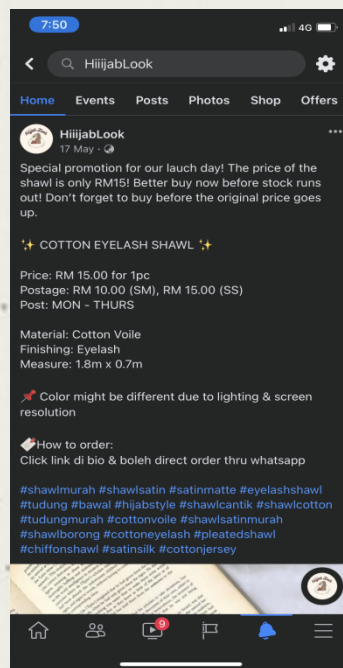
A teaser is a short advertising about a product to be released or about a company being advertised and presented to the public. This teaser is done to attract interest before the product release. When they watch the teaser, they will know the product that will be released by the company. For the Hiiijab Look business, there is also using this teaser on the Facebook page.

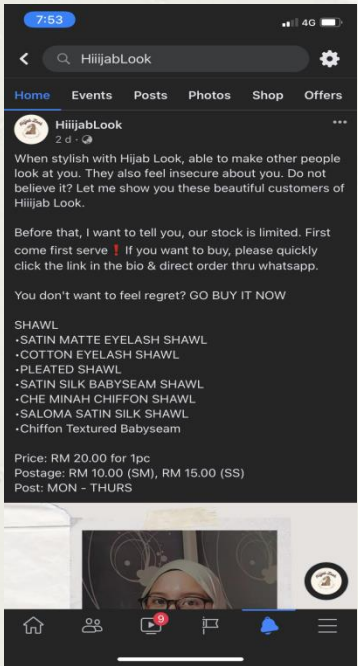
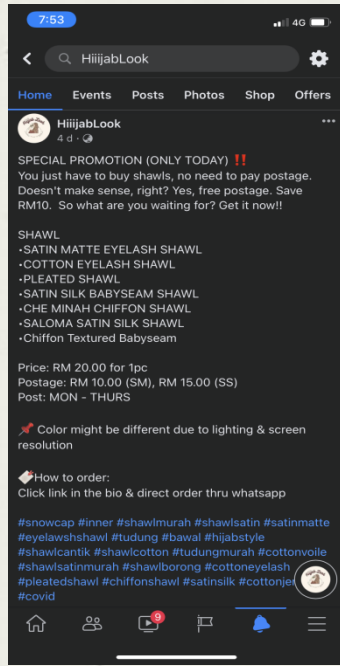
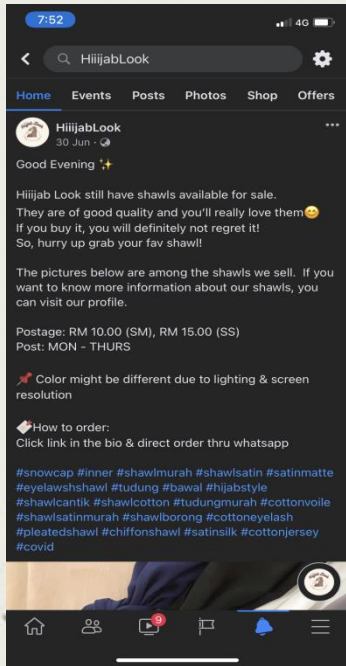
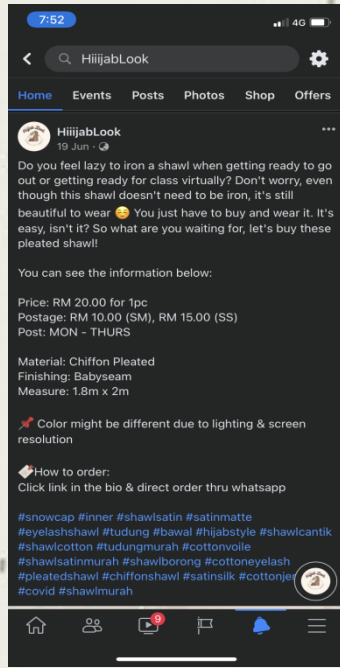


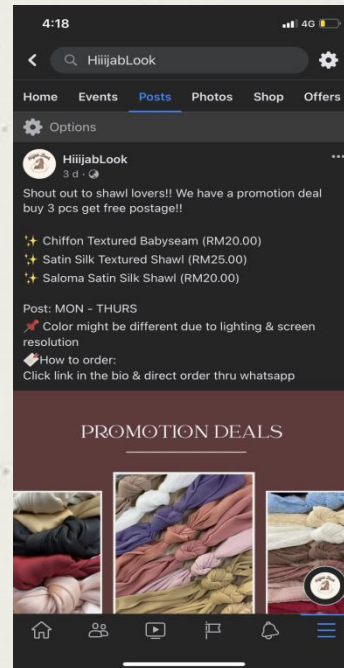
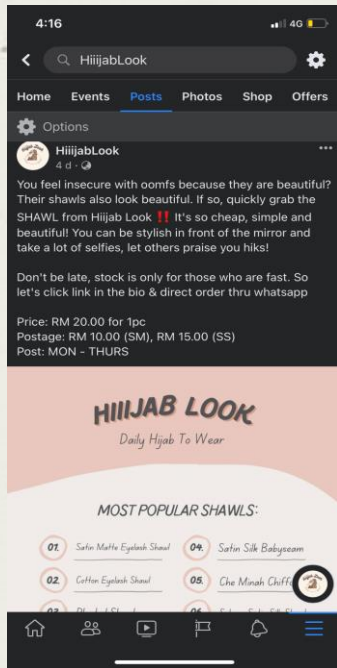
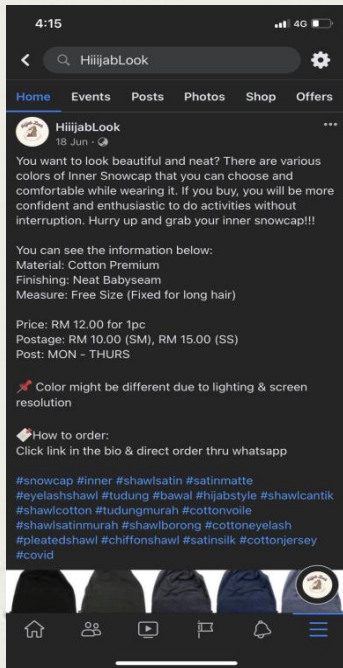
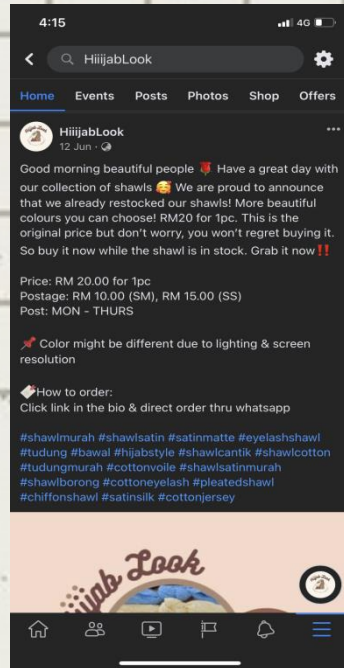
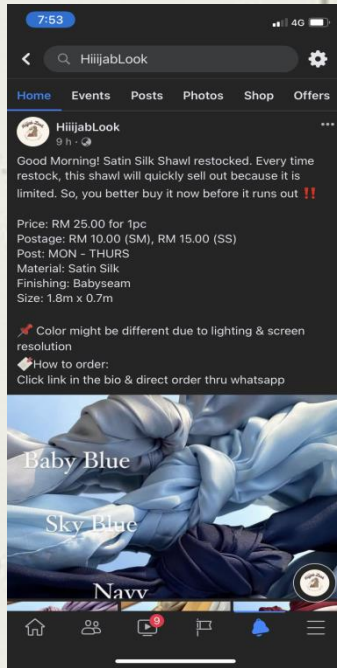
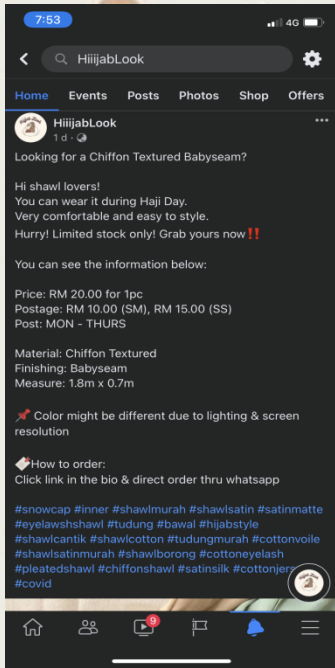


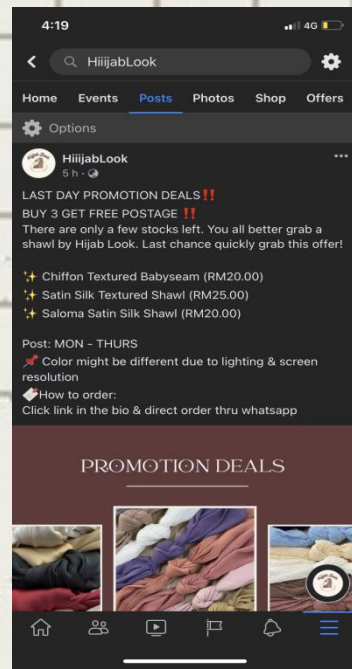
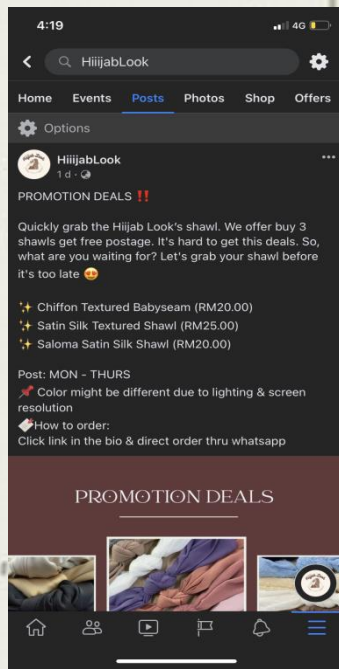
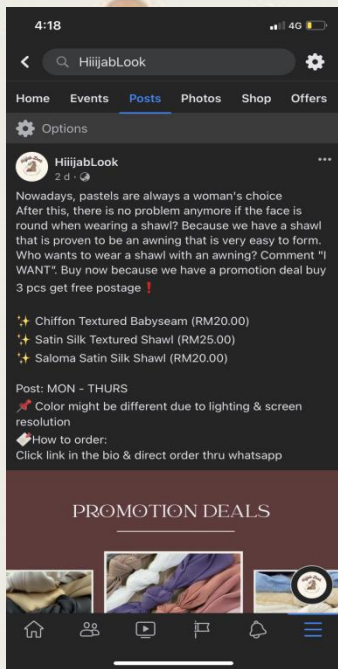
5. Copywriting Hard Sell ✓

A hard sell is a method used by force to refer customers to the product being sold. This sentence will be used by the seller to make the customer interested and buy our product. When using this hard sell, it has the potential for the trader to buy the product because the forced pull is based in terms of the sales made. Hiiijab Look also uses this method to attract customers. Pictures can be referenced as below.



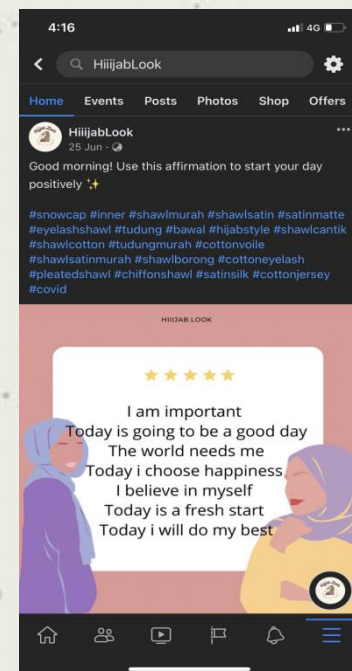
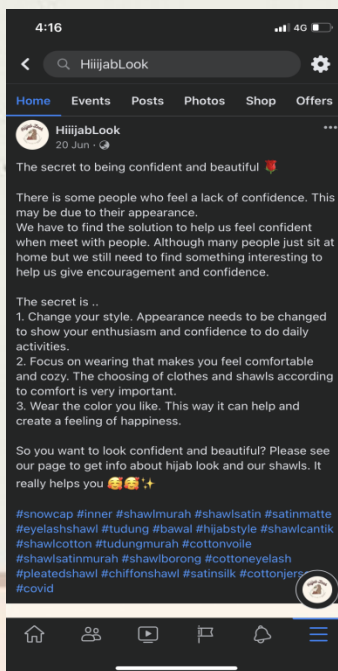


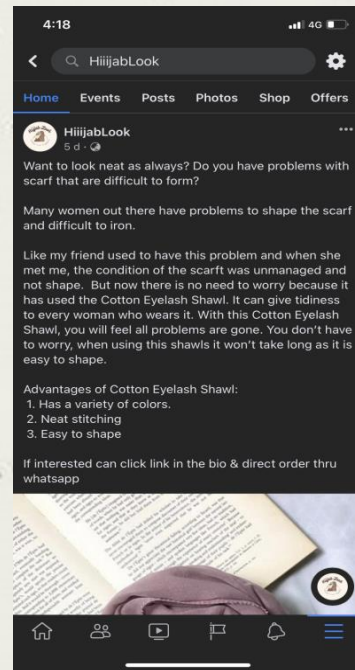
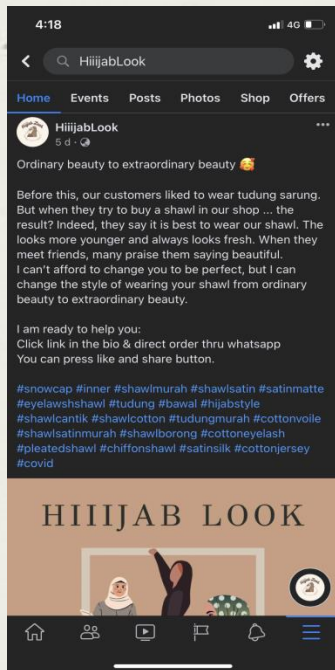
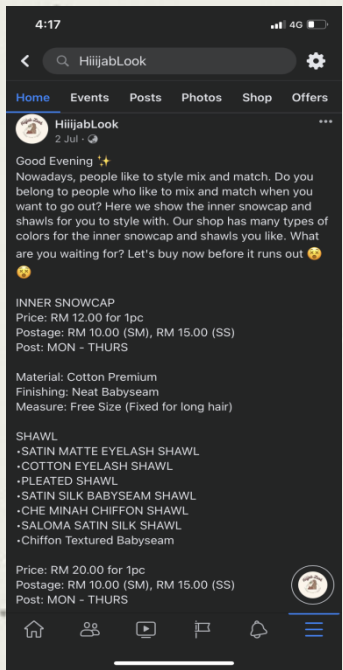
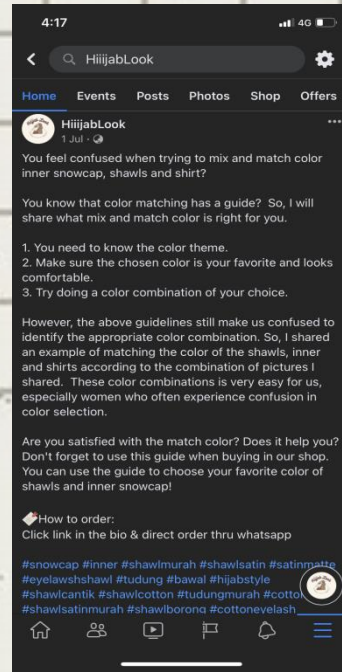
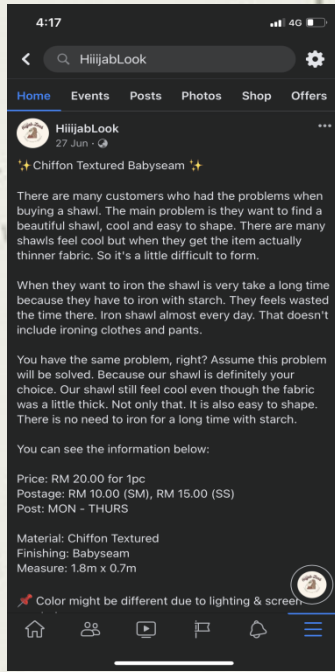
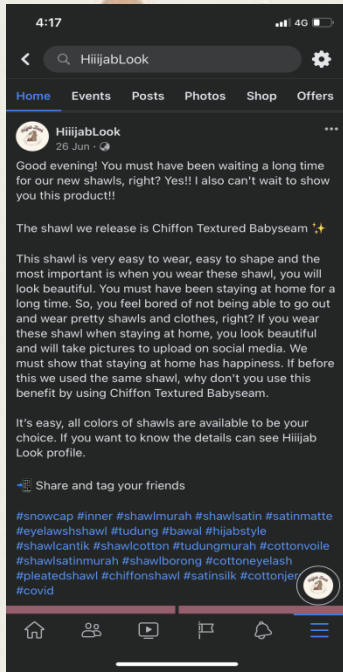


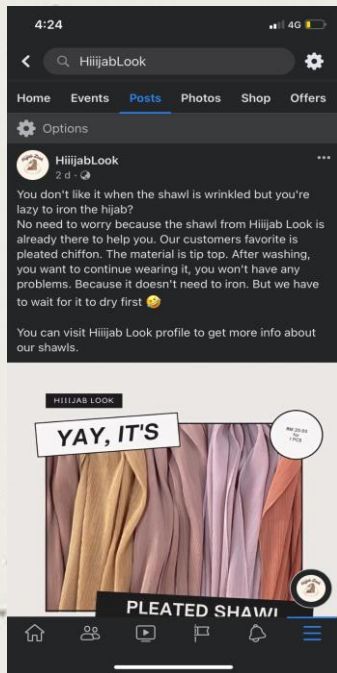
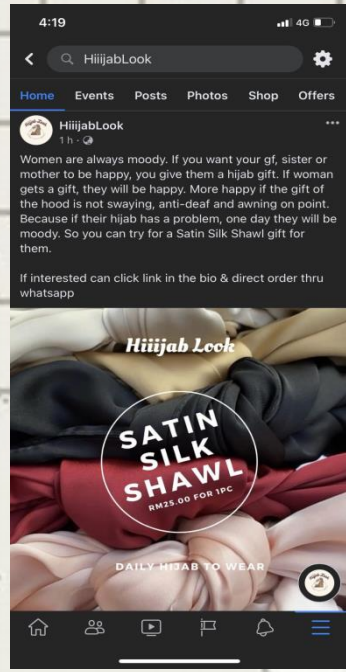
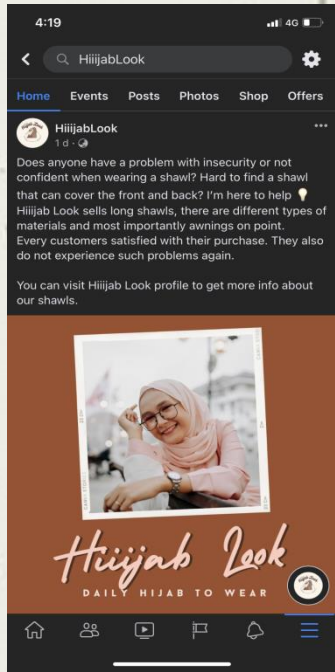
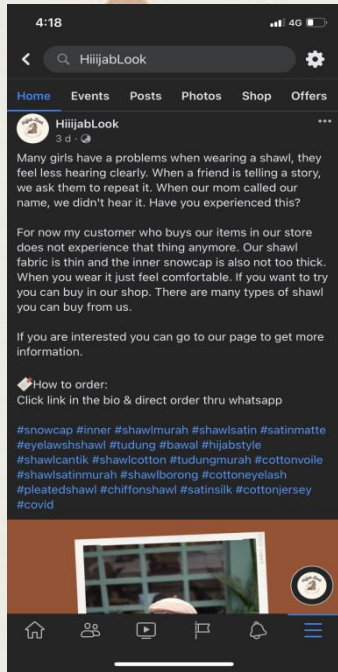


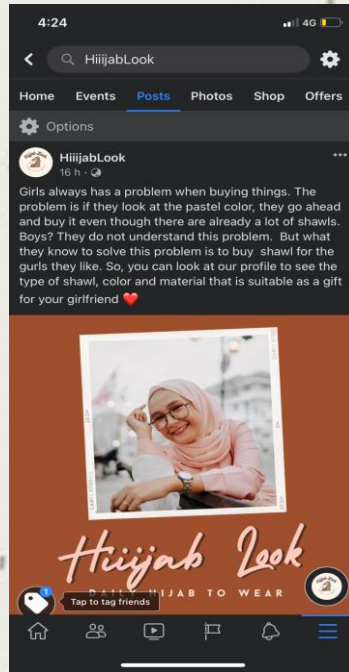
6. Copywriting Soft-Sell

Soft sell is a form of advertising that is done gently to approach the relationship between sellers and customers. The purpose of the soft sell in business is to evoke reactions and emotions related to the posting sentences made by the sellers. It deals with storytelling so that customers are unaware that they have approached the business. At the Hiiijab Look business, I also use the soft-sell method to link customer responses about my shawl products. Pictures can be referenced as below.

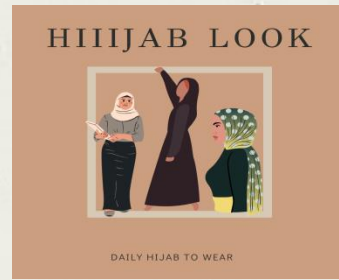




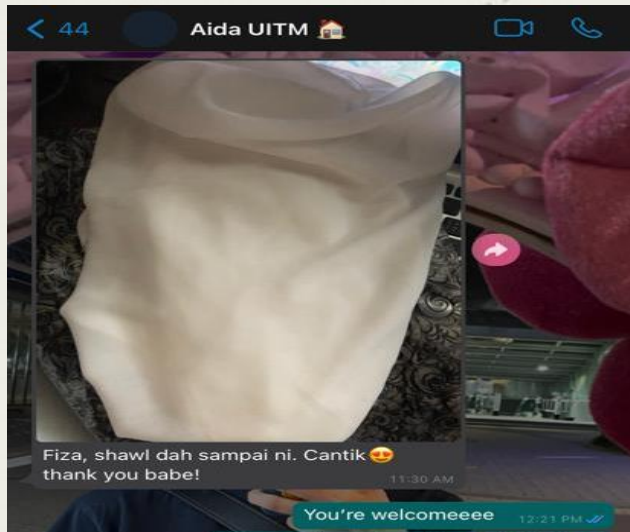




7. Graphics for Online Marketing



8. Feedback Customers



9. Conclusion

To sum up, Hiiijab Look is a hijab business that consists of various types of colors and fabrics that are suitable and become a favorite of women who wear hijabs. This business used on Facebook platform to promote hijab products to Facebook users. This social media is very helpful for someone who wants to do a larger business service. So, on this platform it makes it easier for us to get customers. It is based on the sharing of product photos, teasers, product information and our business activities. Each such posting will attract people to be interested in Hiiijab Look products.

The use of Facebook also gives an advantage to sellers to follow current business trends. So, the sellers know the needs of the customer. Every post, product, sales method is based on business trends. So, to suffer that loss we can overcome it because a business plan has been made. When using this platform will be able to reach many people and be able to market anything to others about Hiiijab Look products. Facebook has too many users. So, we can target them with posts along with hashtags. When using hashtags, it will make it easier for customers to find the product they need. In the process they will be interested in selling the product and buying it. Therefore, Facebook can help businesses go abroad according to the efforts and popularity of the product to attract the attention of Facebook users. ✓