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**FACULTY OF HOSPITALITY AND TOURISM MANAGEMENT (HM 245)**

**INDIVIDUAL ASSIGNMENT**

**COURSE : PRINCIPLE OF ENTREPRENEURSHIP**

**CODE : 530**

**SOCIAL MEDIA PORTFOLIO**

**GIFTBOX FROM AIHIJAB**



**NAME : NORSAZLINA BINTI MUHAMMAD**

**STUDENT ID : 2020951121**

**CLASS : GROUP B2**

**LECTURES : PROF. NOR ZAWANI BINTI MAMAT@ISMAIL**

## **ACKNOWLEDGEMENT**

First of all, I would say while doing these project assignments that focus on promoting the product that I build for me, I have learned a lot about how to manage a business, promote the product to customers and manage time with flexibility to handle these projects. It's quite a challenge, but I would do my best until I have done it to ensure everything that I learn and do research is going to work as a final project for these courses.

Secondly, in these projects after 14 weeks of struggle and hard work to complete these tasks, I am happy and glad because all the difficulties and challenges during doing these projects can be complete with the help from others that give big effect to me to always carry on and sure all the content on these tasks is right and have a good point to elaborate.

Next, special thanks to our lecturer is Miss Dr. Nor Zawani Binti Mamat@Ismail, who has given guidelines, explained every detail and helped us to be sure we could do the project and, of course, to help me in understanding the Principle of Entrepreneurship course.

Last but not least, I want to say thanks much to my beloved friends and family for supporting me by doing my business project and buying it to complete these tasks. This is because without their help it's will be difficult for me to do it and after having a conversation with friends they give me many ideas and suggestions for solving any problems that I don't understand.

I have done by what aim I must do, so the mission is complete. Not only that, thanks to God, the Almighty for HIS blessing and giving me strength to make sure these projects go well. I feel very pleased to complete these individual tasks after taking all the challenges, especially by thinking about the idea and managing time to complete it.

## **EXECUTIVE SUMMARY**

In these projects I have decided to give my business name as a Giftbox by Aihijab. This business is a new business that I have started doing in an online business because I want to try something that challenges me to do it.

The reason why I choose these ideas is because I really love to wear something that is simple but nice to look at, so I have decided to produce a collection of 'tudung' that is a shawl category. This is because shawl is the 'tudung' that is very easy and cute to wear even in rushing time and can still look more pretty by using a simple design. So, I think why not try to produce one product that is useful for customers, especially for the younger generation, that of course has to manage money to shop for other things that are important to use.

Other than that, during starting this business, of course, I need a lot of energy and effort to make sure all the plans that I have decided are going through and, of course, I must be ready to be positive by handling any current hard situation. So, by doing these activities I must to handle how to manage my cost of production and at the same time must to maximum the profits because to be a good business, the management of budget is very important to ensure the business operations go well and get good feedback from customers.

Next, in this business I must think about what is a good idea by packaging my own products to make sure they are delivered to customers in good condition and, of course, still look nice with the premium quality. So, I have decided to use soft tissue paper to pack my shawl and then I tight with a vantage robe to look more styles and old looking. And then, I want to reduce it by using a lot of box paper that is not easy to recycle. Not only that, I have decided to thank my customers for customizing the note to give a special note for someone to give as a present.

Lastly, to attract the customers, I try to give some discounts for a certain day to buy the products at low prices. And then, to promote my business, I'm using a social media platform which is a Facebook page to share my products since the FB platform is the number one media that is always used by each person in the world and has good facilities to edit.

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# 1.0 GO-ECOMMERS REGISTRATION

The screenshot shows the 'Go-eCommerce BETA' profile page. The header includes navigation icons for Home, My Profile, My Business, My Learning, My Notifications, and More. The main content area is titled 'UiTM Puncak Alam - NZI ENT530' and displays a list of details for the institution and course. The details are organized into two columns:

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: NZI ENT530	Class Name	: NZI ENT 530
Subject Name	: PRINCIPLE OF ENTREPREEURSHI P	Year Enrolling the subject	: 2021
Month Enrolling the Subject	: 3	Lecturer Name	: NOR ZAWANI BT MAMAT@IBRAHIM
Internship Enrollment	: Yes	Year Of Internship Enrollment	: 2021
Month of Internship Enrollment	: August	Period of Internship Training	: 1 Month
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 5
Related To Study Field	: Yes		

At the bottom right of the details section, there are 'Edit' and 'Delete' buttons.

The screenshot shows the 'Go-eCommerce BETA' profile page with two tabs: 'PERSONAL PROFILE' and 'BUSINESS PROFILE'. The 'PERSONAL PROFILE' tab is active, displaying a user profile for 'NORSAZLINA BINTI MUHAMMAD' with a profile picture. Below the profile, there are two sections: 'Personal Information' and 'Institution Information'.

**Personal Information**

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

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

UiTM Puncak Alam - NZI ENT530

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam

## **2.0 INTRODUCTION OF THE BUSINESS**

### **2.1 NAME OF THE BUSINESS**

In these projects, the business that I started is by my own brand that I have created to sell it. The name of my business is 'Giftbox by Aihijab', which was created because of the inspiration that I have from my friends that have sold their own brands too. The idea of 'giftbox' because it's special to give the present for someone that gives a special meaningful. My business is created on an online platform that uses Facebook ( FB ) pages only to promote and attract with customers.

The reason is that the platform of FB is easier and most people have a FB account to see the news and updating social activities that have been posted by someone, so it's help me to promote my product. The product that I have created produces the 'tudung' that has a high demand from customers, especially for the younger generation, because we know 'tudung' is the fashion for girls to show off more pretty and stylish.

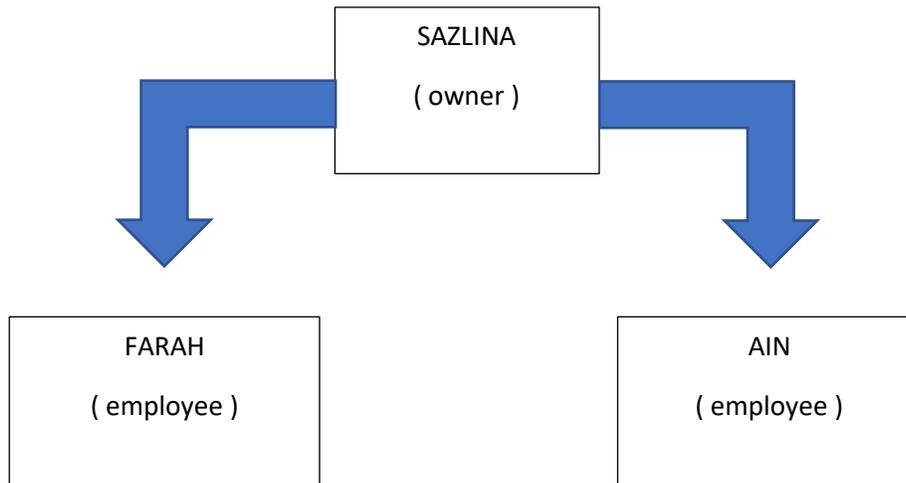
Other than that, the price for a set box of my product is at the lowest price, an affordable price for customers and, of course, for the younger generation to buy it and then, that has a variety of colours that focus on pastel colour to make sure it's easy to match with shirt and look pretty but simple. Of course the 'tudung' produced has a premium quality, so the type is shawl pleated.

Next, the business of 'Giftbox by Aihijab' was launched on June 5<sup>th</sup> 2020 that has created the page on the Facebook page platform. The interesting thing about my own product I have created is to give nice packaging and good quality of product to give my customers the satisfaction.

In addition, every 'tudung' which is shawl pleated that I have produced is the hot item in the market, so I tried to give the same quality of 'tudung' but the price is affordable for everyone because I know every business has its own target customers to produce the products. So, by launching my own brands, I think it helps the customers to be more stylish and can get my product.

Lastly, the Giftbox by aihjab is use material that is standard and made from the luxury fabric design for producing the special collection from time to time refer to the market. So, for the next project Giftbox by aihijab will try to gift a different from others seller and come out with a new idea to give a satisfied to each customers that buy it.

## 2.2 ORGANIATIONAL CHART



In my business, which is 'Giftbox by aihijab' the organization chart that I have decided to use two people as my employees that help me through handling all activities in my business operation. So, in these charts, I as an owner and two employees will be teamwork to make sure all the operations during this business are going well to give nice service to the customers and, of course, my staff help me to take the orders and pack the product properly to give satisfaction to customers. Other than that, in these activities I will manage all the activities that refer to financial management to handle any cost in my business.

## **2.3 MISSION AND VISION**

### **2.1.1 VISION**

The vision that I have decided during doing these business is to give satisfied and more close to the young generation to try the special box as a gift for someone especially during special event.

### **2.1.2 MISSION**

The mission that I want to achieve is to ensure all activities in the business operation go well and, of course, to give nice services to customers and attract the customers to try the highest quality of 'tudung' that has been produced. To help the younger generation to be more stylish to wear the beautiful 'tudung' with the premium quality but at an affordable price in the market.

## 2.4 DESCRIPTION OF PRODUCT

PRODUCT	DESCRIPTION
<p data-bbox="203 338 581 369">Elyn Shawl Pleated Premium</p>  	<ul data-bbox="883 394 1414 1192" style="list-style-type: none"><li>• The material that is used is chiffon crepe that has soft and cold fabrics.</li><li>• The shawl is an easy material to shape on the face.</li><li>• The special of this shawl is ironless so it is easy to wear.</li><li>• The material that has a premium quality, flowy and travel friendly.</li><li>• The best thing is the shawl has a variety of pastel colours that are easy to match on the skin of customers.</li><li>• Not to take a long time to wear it and it has an affordable price.</li><li>• Of course have a long and wide to give a grateful drape.</li></ul>

### Evy Shawl Pleated Premium



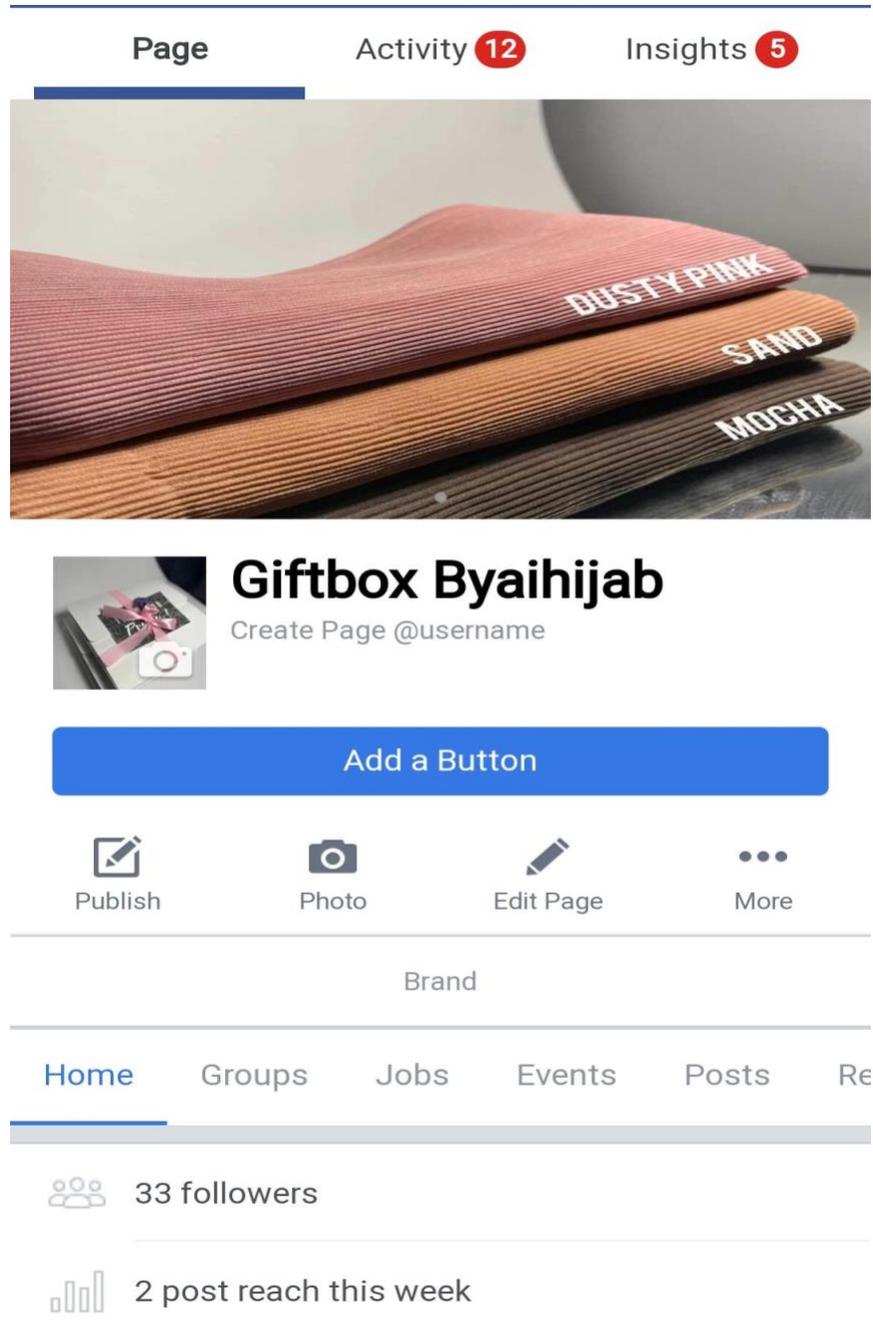
- This shawl has a higher material because the fabric of shawl has a difference with Elyn shawl.
- This shawl is softer and can be used in casual or special events because it looks like glamour.
- The colour that offers is more focused on soft colour and simple.
- It's easy to wear, ironless, wrinkle free and friendly.
- The shawl is lightweight and looks a bit expensive from Elyn shawl.
- The price is affordable and a wider version.

## 2.5 PRICE LIST

DESCRIPTION	PRICE
<p>Elyn Shawl Pleated Premium</p>  <p>The image shows three folded shawl samples stacked vertically. The top sample is dusty purple and labeled 'DUSTY PURPLE'. The middle sample is salmon and labeled 'SALMON'. The bottom sample is sweet berry and labeled 'SWEET BERRY'.</p>	<p>- RM 15.00</p>
<p>Evy Shawl Pleated Premium</p>  <p>The image shows three folded shawl samples stacked vertically. The top sample is khaki and labeled 'KHAKE'. The middle sample is tea and labeled 'TEA'. The bottom sample is chocolate and labeled 'CHOCOLATE'.</p>	<p>- RM 20.00</p>

### 3.0 FACEBOOK

#### 3.1 CREATING FACEBOOK PAGE



The screenshot shows a Facebook page for 'Giftbox Byaihijab'. At the top, there are three tabs: 'Page', 'Activity' (with a red circle containing the number 12), and 'Insights' (with a red circle containing the number 5). Below the tabs is a large image of three folded hijabs in different colors: 'DUSTY PINK', 'SAND', and 'MOCHA'. Underneath the image is the page name 'Giftbox Byaihijab' and the text 'Create Page @username'. A blue button labeled 'Add a Button' is positioned below the name. Below the button are four icons: a pencil for 'Publish', a camera for 'Photo', a pencil for 'Edit Page', and three dots for 'More'. A horizontal line separates this from the 'Brand' section. Below the line are navigation tabs: 'Home' (underlined), 'Groups', 'Jobs', 'Events', 'Posts', and 'Re'. Below the navigation tabs, there are two statistics: '33 followers' (with a group of three people icon) and '2 post reach this week' (with a bar chart icon).

### 3.2 URL FACEBOOK PAGES

<https://www.facebook.com/Giftbox-Byaihijab-101785478803765/>

### 3.3 FACEBOOK ( FB ) – Post – Teaser

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 **Giftbox Byaihijab** updated their profile picture. ...  
June 5 at 12:32 PM · 🌐



 Nur Fatihahnor and 2 others

---

 Like       Comment       Share

1 Person Reached Boost Unavailable

---

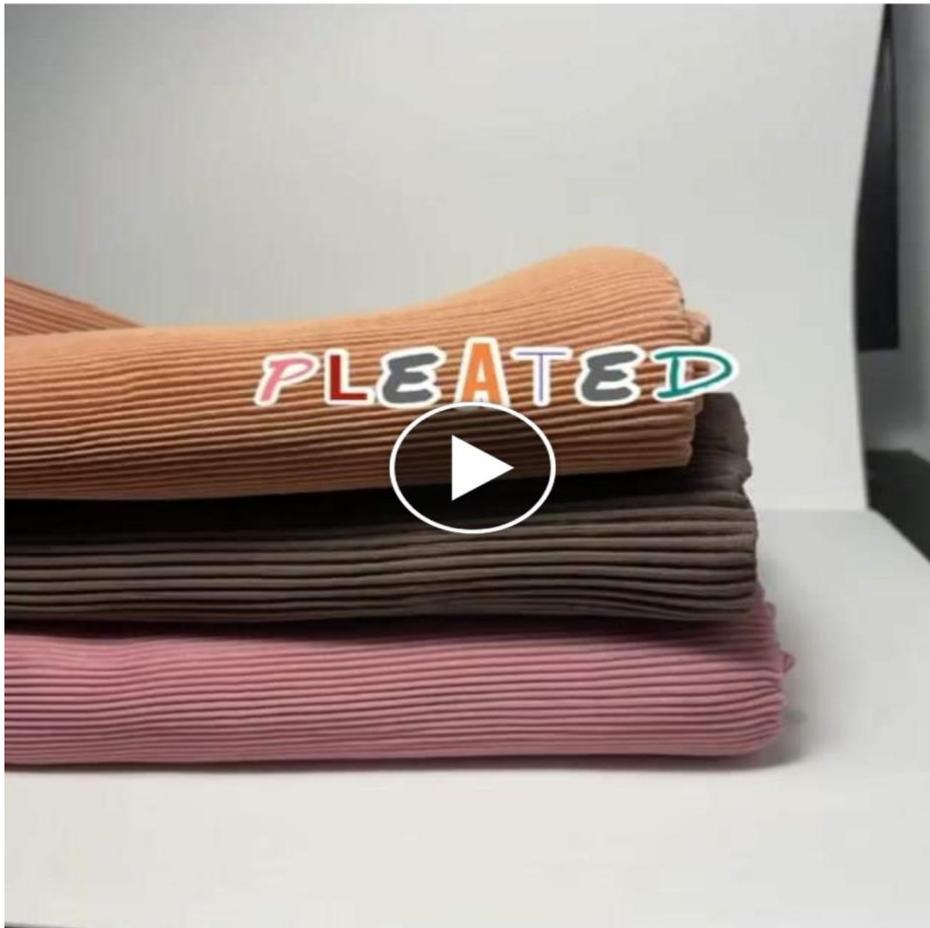


**Giftbox Byaihijab**

June 5 at 12:38 PM · Facebook for Android · 🌐



Hi..  
Coming soon..  
Stay tuned for the trending SHAWL?



Hani Mustapa and 3 others

Like

Comment

Share

16 People Reached

[Boost Post](#)

### 3.4 FACEBOOK ( FB ) – Post – Copywriting ( soft sell )

In This business I have done by doing soft sales, which is I have explained all about the ‘tudung’ which is what type it is, the material of chiffon that used, the design and the colours to attract the customers to believe about my products. It’s like the showing below to posted on my Facebook pages to inform the customers about the details.

---

**Giftbox Byaihijab**  
June 19 at 4:46 PM · Facebook for Android ·  

Why ? Shawl Pleated Premium 🥰!

- \* Heavy Chiffon
- \* Ironless
- \* Premium Quality
- \* Flowy and Travel friendly
- \* Kain tak panas & Mudah dibentuk

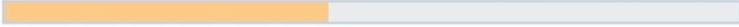
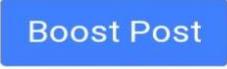
> Pilihan warna yg hot sales  
> Harga mampu milik  
> Sesuai untuk dijadikan hadiah

Jom dapatkan dengan harga serendah RM 15.00 sahaja..!!

  Hani Mustapa and 2 others

---

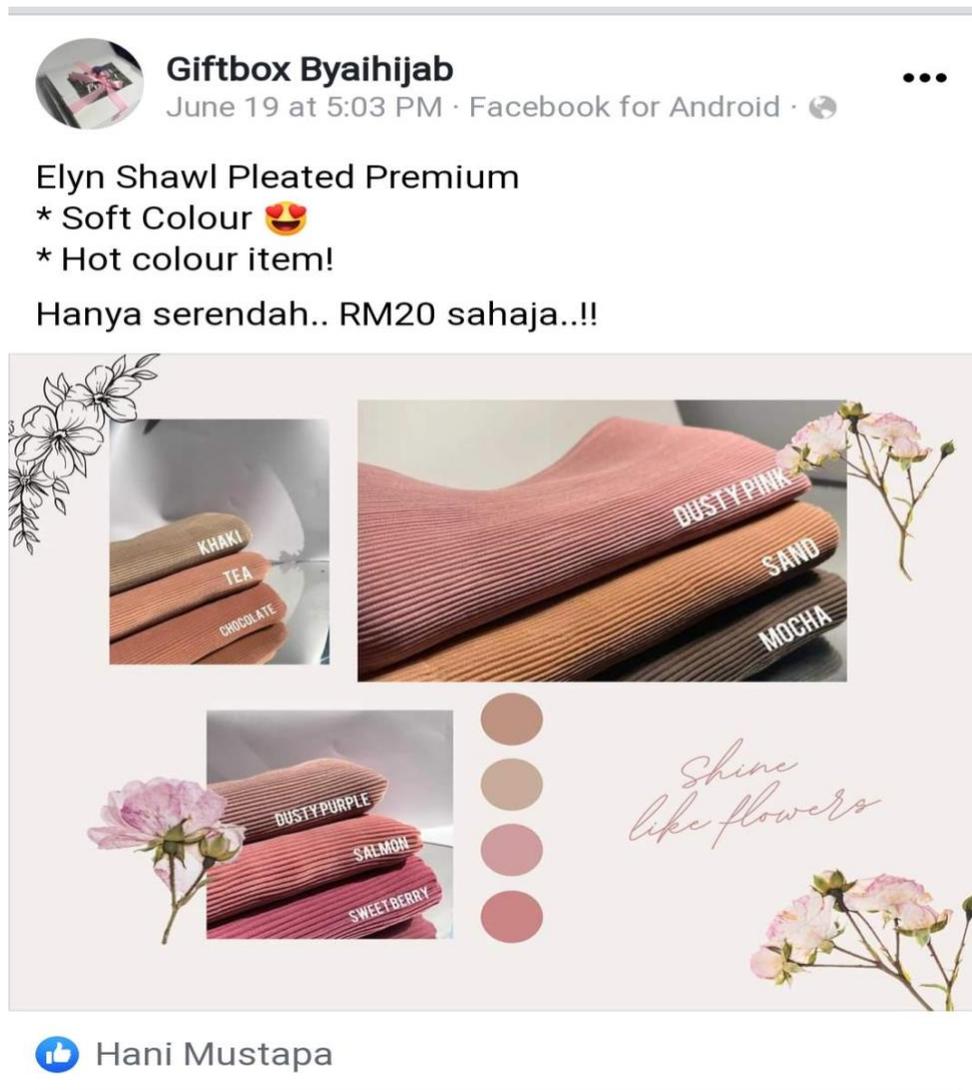
 Like       Comment       Share

7 People Reached  

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### 3.5 FACEBOOK ( FB) – Post – Copywriting ( hard sell )

In this business for the hard sell, I try to do more promotion about introducing the price and, of course, the big deal of discount that I have put in a certain day. For as evidence, it shows below that I have made promotion day to attract customers to get in the short time only. This is because I believe by doing these it will help me to get more customers to try it.



**Giftbox Byaihijab**  
June 19 at 5:03 PM · Facebook for Android · 🌐

Elyn Shawl Pleated Premium  
\* Soft Colour 😍  
\* Hot colour item!  
Hanya serendah.. RM20 sahaja..!!

The image displays several shawls in various colors, including Khaki, Tea, Chocolate, Dusty Pink, Sand, Mocha, Dusty Purple, Salmon, and Sweetberry. A color palette is shown next to the shawls, and the text "Shine like flowers" is written in cursive. The post is liked by Hani Mustapa.



**Giftbox Byaihijab**

June 19 at 5:31 PM · Facebook for Android · 🌐



PROMOTION DAY...ONLY FOR TODAY & TOMORROW !!  
HANYA RM25.50 (include postage)  
UNTUK 2 HELAI SHAWL PLEATED!!.



👍 Hani Mustapa and Cik Ezzati Mohd Taupik

👍 Like

💬 Comment

➦ Share

8 People Reached

Boost Post



**Giftbox Byaihijab**

June 19 at 5:16 PM · Facebook for Android · 🌐



Evy Shawl Pleated Premium

\* Perfect Colour

\* Ironless

Jom dapatkan dengan harga serendah RM15.00 !!



👍 Hani Mustapa

👍 Like

💬 Comment

➦ Share

8 People Reached

Boost Post

### 3.6 GRAPHIC

<https://www.facebook.com/Giftbox-Byaihijab-101785478803765/>

## 4.0 CONCLUSION

Based on all the activities that I have done to end these projects, I am grateful because finally I can finish this proposal, which is Social Media Portfolio for these current courses. For me, these projects quite challenge me to manage my time while following online learning at the same time, so I'm grateful for this happiness.

In addition, during doing these projects I have learned more and got a lot of knowledge on how to manage time properly, know how to create and produce my own products that quite challenge myself to set up everything. And then, during these, I can see it's not easy to promote and attract customers to try my products because I have a challenge from the seller on the market, but because of my vision of wanting to achieve the target, I always think to be positive and try to find out how to handle these situations.

Not only that, I have learned how to manage and see about the hard sell and soft sell during these activities, so I can see how the customers feedback form the status promoting that I have done. So, some of the ideas that I have tried are to give free gifts and promotions on a certain day to interact with the customers to try my products. And then, I hope in the future I can produce my products to be more popular like other sellers because I think premium quality is a big deal to attract customers, especially the younger generation, to be stylish at an affordable price.

Lastly, with learning new knowledge, I can see how to attract the customer and see what a good promotion is to try the best to give it to customers and, of course, to give their satisfaction about the special of my products. And then, of course, how I can manage my budget that has started with a small modal but gives encouraging results for my business.