



SOCIAL MEDIA PORTFOLIO

FANCY HIJAB ENTERPRISE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME

**: ACADEMY CONTEMPORARY
ISLAMIC STUDIES (IC2103P2)**

SEMESTER

: 3

NAME

**: AIMUNI HANANI BINTI YAHAYA
(2022996489)
: NUR IRDINA BINTI CHE MOHD
MARZUKI (2022780119)**

LECTURER

: DR NOR HARLINA BINTI ABD HAMID

ACKNOWLEDGEMENT

First and foremost, we would like to express our gratitude to Allah SWT as we managed to finished our report successfully by His blessings and guidance.

Second, we would like to thank University Technology Mara (UiTM) Campus Shah Alam for providing us with the opportunity to complete this task.

Next, we would like to express our profound gratitude to Dr. Nor Harlina Binti Abd Hamid, our Principles of Entrepreneurship (ENT530) lecturer, for providing us with the chance to complete this task as well as for her ongoing assistance and advice.

Furthermore, our sincerest thanks is given to our friends who help us through things we do not understand and are always there for each other when we have unresolved problems or lack motivation while doing this task.

Finally, we would want to thank everyone who has contributed and been involved directly or indirectly in our task, as they have demonstrated their effort and initiative till we were able to successfully complete it.

With warmest thanks,

Aimuni and Irdina

EXECUTIVE SUMMARY

We are starting our own business as partners and deciding to name the business as Fancy Hijab.co. We chose the field of women's clothes since it is in high demand. Our business offers a variety of exclusive and comfortable hijab for customers. All of our products are reasonably priced and of great quality. This is because our target market includes all women of all ages, whether they are students or working women.

There are two staff working in sales and marketing and finance to help run our business smoothly. We started this business with a capital of RM 235. We do not have an office yet so we just run the business from home. Our business is online on Facebook but we also make deliveries around Klang and Alor Setar. The reason we chose Facebook is because there are so many people of all ages using Facebook. So, we try the opportunity to obtain and attract customers using this platform.

We started our business on April 2022 with only one type of hijab which is chiffon shawl. Following a positive response, we expanded our hijab collection to include cotton shawls and satin shawls. Now we have three hot sales collection which are Elegant, Premium and Exclusive.

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Go – Ecommerce Registration





Certificate of Completion

This acknowledges that

AIMUNI HANANI BINTI YAHAYA

has successfully completed


eUsahawan Course Level 1 – Go Digital


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MyENT Certificate

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2022780119
Nama	:	NUR IRDINA BINTI CHE MOHD MARZUKI
Program Pengajian	:	SARJANA MUDA MUAMALAT (KEPUJIAN)
Fakulti	:	Academy of Contemporary Islamic Studies (ACIS)
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Pakaian dan Kelengkapan
Tempoh Berniaga	:	
No. Pendaftaran Perniagaan	:	202203131288 (CA0347125-U)
URL Perniagaan	:	https://www.facebook.com/Fancy-Hijab-108254368530508
Alamat Premis Perniagaan	:	NO 17, JALAN TANJUNG SYAWAL 2, TAMAN PINANG, 41400, KLANG SELANGOR
Tarikh Mendaftar	:	27 May 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	27 May 2022
<small>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</small>		
<small>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</small>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWAMAN UiTM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2022996489
Nama	:	AIMUNI HANANI BINTI YAHAYA
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Kampus	:	Selangor
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No. Pendaftaran Perniagaan	:	202203131288 (CA0347125-U)
URL Perniagaan	:	https://www.facebook.com/Fancy-Hijab-108254368530508
Alamat Premis Perniagaan	:	NO 3, JALAN MADRASAH, KG LAHAR BUDI BARAT, MUKIM DERGA 05400, ALOR SETAR, KEDAH
Tarikh Mendaftar	:	27 May 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	27 May 2022
<small>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</small>		
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SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		

SSM Registration (Partnership)

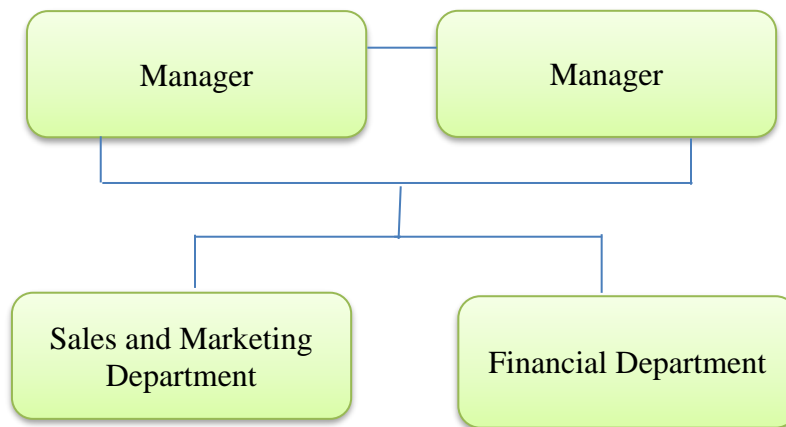
 SURUHANJAYA SYARIKAT MALAYSIA COMPANIES COMMISSION OF MALAYSIA	
BORANG D (KAEDAH 13)	
PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956	
Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama	
FANCY HIJAB ENTERPRISE	
NO. PENDAFTARAN: 202203131288 (CA0347125-U)	
telah didaftarkan dari hari ini sehingga 26 MEI 2023 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di	
Bil. Cawangan: TIADA	
Bertarikh di SISTEM EZBIZ pada 27 MEI 2022 .	
 DATUK NOR AZIMAH ABDUL AZIZ Pendaftar Perniagaan Semenanjung Malaysia	
<small>UserID: EZBIZ Date: Fri May 27 11:17:02 MYT 2022</small>	

1.0 INTRODUCTION OF BUSINESS

1.1 **Name :** Fancy Hijab.co

Address :

1.2 **Organizational chart**



1.3 **Mission and Vision**

Fancy Hijab will always provide a comfortable and elegant hijab for women nowadays. Provide the best service for customers. Guarantees the quality of the fabric, design and stitching of the hijab to always satisfy the customer and also boost confident for Muslim’s women.

1.4 **Description of products**

PRODUCT	DESCRIPTIONS
	<p>ELEGANT CHIFFON SHAWL</p> <ul style="list-style-type: none"> • Material chiffon georgette • Available in 6 colours • Measurement is 1.8m x 0.7m • Opacity is 7/10

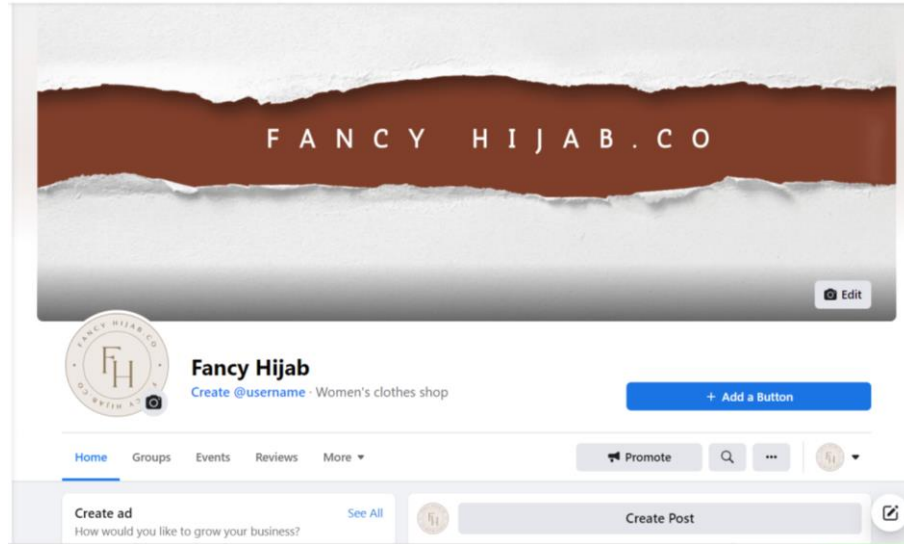
	<p>PREMIUM COTTON SHAWL</p> <ul style="list-style-type: none"> • Material cotton voile • Available in 4 colours • Measurement is 1.8m x 0.7m • Opacity is 7/10
	<p>EXCLUSIVE SATIN SHAWL</p> <ul style="list-style-type: none"> • Material satin silk • Available in 3 colours • Measurement is 1.8m x 0.7m • Opacity is 10/10

1.5 Price list

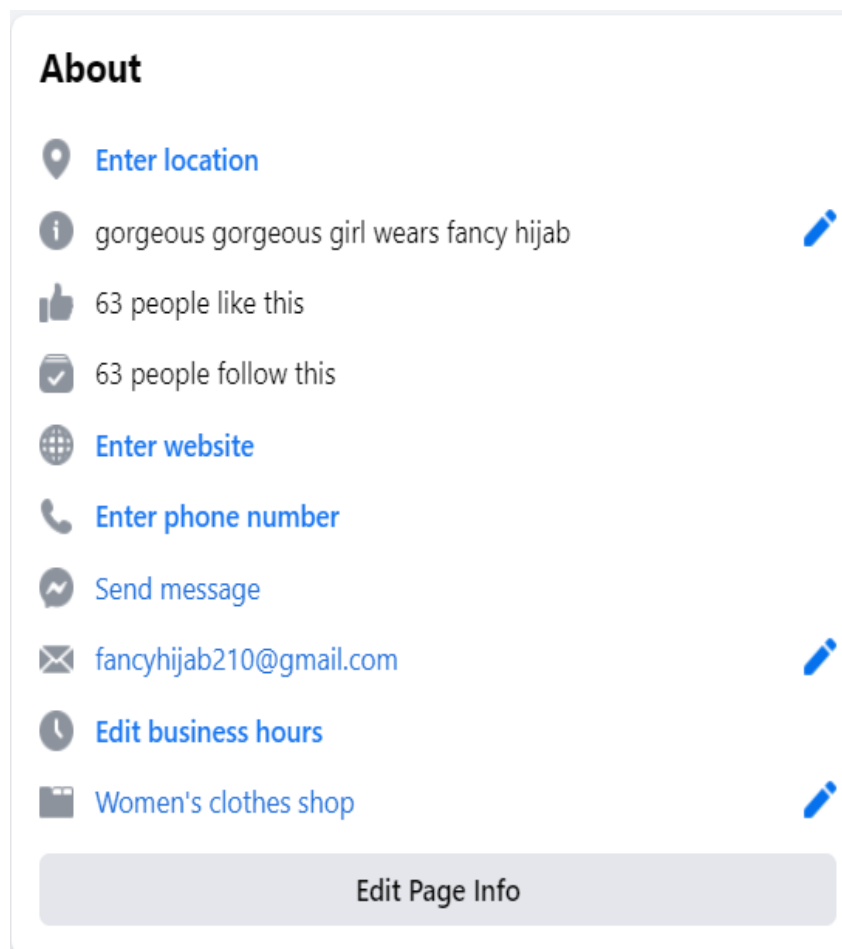
No.	Item	Price
1	Elegant Chiffon shawl	RM15
2	Premium Cotton shawl	RM17
3	Exclusive Satin shawl	RM17

2.0 FACEBOOK (FB)









2.1 Facebook page : Fancy Hijab



2.2 URL Facebook page : <https://www.facebook.com/Fancy-Hijab-108254368530508>



2.3 Facebook (FB) post - Teaser

Teaser 1	Teaser 2
<p data-bbox="212 264 760 352">  Fancy Hijab 17 h · 🌐 Sehari je lagi! Are you ready? Set masa anda supaya tidak terlepas koleksi terbaru kami. #raya2022 </p> 	<p data-bbox="803 264 1367 352">  Fancy Hijab 17 h · 🌐 PERHATIAN!!!! Hari yang dinanti-nantikan sudah tiba... apa lagi marilah tengok koleksi yang Fancy Hijab tawarkan 🤗 </p> 
Teaser 3	Teaser 4
<p data-bbox="212 1144 760 1213">  Fancy Hijab 17 h · 🌐 Coming soon!!! stay tuned fancy lovers 🤗 </p> 	<p data-bbox="803 1144 1367 1213">  Fancy Hijab 16 h · 🌐 Coming soon our new collections!!! Stay tuned love 🤗 </p> 

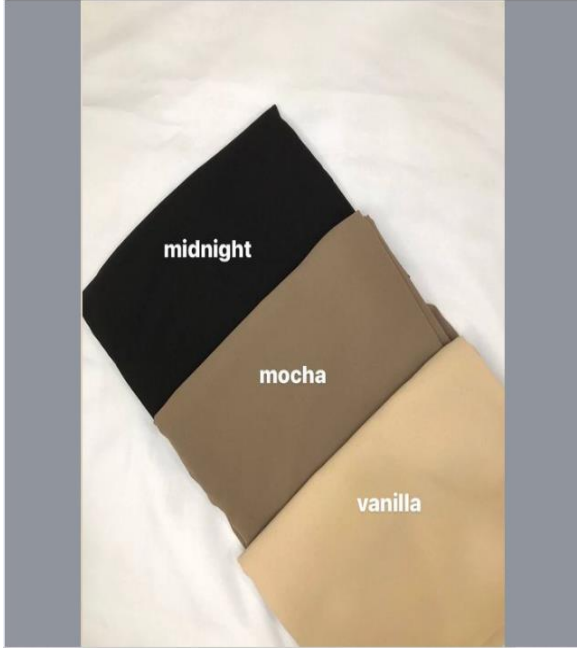

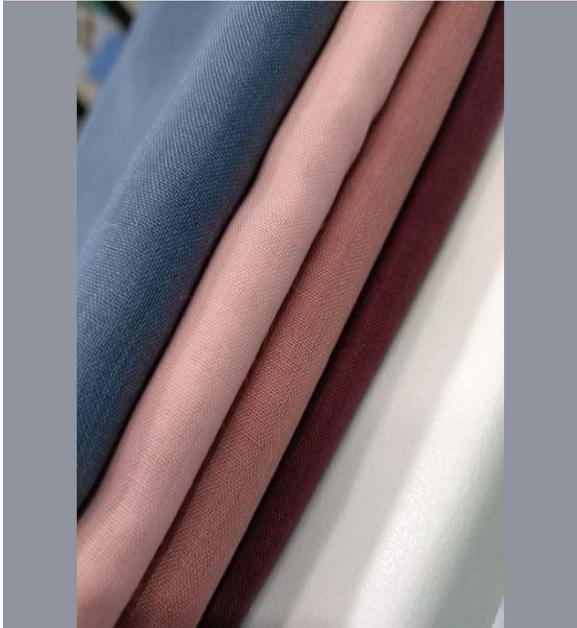
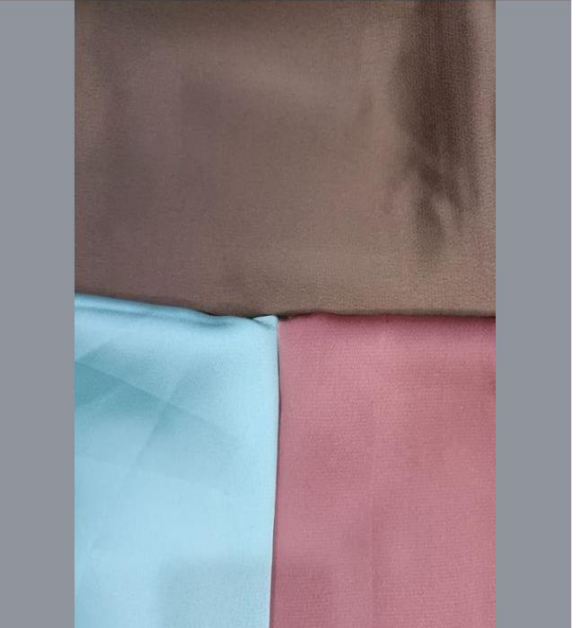
Teaser 5



Teaser 6



2.4 Facebook (FB) post – Hard sell

<p>Hard sell 1</p> <p>Fancy Hijab 17 h · 🌐</p> <p>ELEGANT CHIFFON SHAWL</p> <p>Price: RM15 Each Exc Postage Material: Chiffon Georgette Measurement: 1.8 cm x 0.7 cm Opacity: 7/10</p> 	<p>Hard sell 2</p> <p>Fancy Hijab 17 h · 🌐</p> <p>ELEGANT CHIFFON SHAWL</p> <p>Price: RM15 Each Exc Postage Material: Chiffon Georgette Measurement: 1.8 cm x 0.7 cm Opacity: 7/10</p> 
<p>Hard sell 3</p> <p>Fancy Hijab 17 h · 🌐</p> <p>PREMIUM COTTON SHAWL</p> <p>Price: RM17 Each Exc Postage Material: Cotton voile Measurement: 1.8 m x 0.7 m</p> 	<p>Hard sell 4</p> <p>Fancy Hijab 17 h · 🌐</p> <p>EXCLUSIVE SATIN SHAWL</p> <p>Price : RM17 each exc postage Material : Satin silk Measurement : 1.8m x 0.7m</p> 

Hard sell 5

Fancy Hijab
16 h · 🌐

ELEGANT CHIFFON SHAWL

Price: RM15 Each Exc Postage
Material: Chiffon Georgette
Measurement: 1.8 cm x 0.7 cm
Opacity: 7/10

Description: Elegant Shawl material sangat best dan lembut. The best part is awning sangat mudah terbentuk and jahitan babyseam yang kemas. Korang wajib try! 🍷 Next batch kita akan tambah lagi more colours.


Dm us now to order. 🍷



Hard sell 6

Fancy Hijab
6 h · 🌐

Oh no, our best-selling Pistachio is sold out, and other colours are limited too. Grab yours now before it's too late!

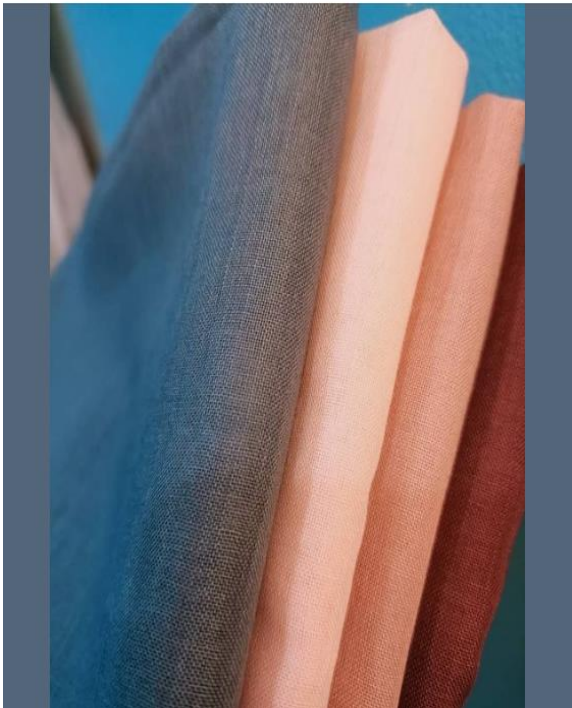


Hard sell 7

Fancy Hijab
6 h · 🌐

PREMIUM COTTON SHAWL

Mana nak jumpa material cotton yang lembut dan selesa dipakai. Jomlah beli sebab material tudung kami sangat premium, tak dapat jumpa di mana-mana. Awning terletak elok, tidak jarang walaupun tudung warna cerah. Marilah beli sebelum kehabisan stok. Stok terhad tau, rugi kalau tak grab awal-awal. Go grab yours now.



Hard sell 8

Fancy Hijab
6 h · 🌐


PREMIUM COTTON SHAWL

Our premium cotton shawl available in 4 colour:

- Dusty rose
- Pink
- Jeans blue
- Maroon

Warna-warna yang ada semua menarik dan nampak molek pada pemakai 🍷

Go grab yours now before sold out



Hard sell 9

Fancy Hijab
5 h · 🌐

EXCLUSIVE SATIN SHAWL

Tengok ni flowy nya satin shawl ni lepastu tak jarang pulak tu 🤗 siapa je tak suka kalau kain tak jarang ni, nak style kan satu layer pun takde masalah... aurat masih terjaga ye fancy lovers sekalian 🤗

Price : RM17 each exc postage
Measurement : 1.8 m x 0.7 m



Hard sell 10

Fancy Hijab
5 h · 🌐


EXCLUSIVE SATIN SHAWL

Our exclusive satin shawl available in 3 colour:

- Baby blue
- Punch
- Chocolate

Warna-warna yang ada semua menarik dan nampak molek pada pemakai 🤗

Go grab yours now before sold out




Hard sell 11

Fancy Hijab
5 h · 🌐

EXCLUSIVE SATIN SHAWL

Material yang digunakan adalah satin silk, kain berkilat nampak seperti baru walaupun dah banyak kali basuh. Jangan risau tudung ni sangat flowy dan tidak kejung dan yang paling penting exclusive satin shawl ini merupakan tudung anti moody 🤗


Price : RM17 each exc postage
Measurement : 1.8 m x 0.7 m



Hard sell 12

Fancy Hijab
4 h · 🌐

Here is the close up of our best selling Elegant Chiffon Shawl. The material is so comfy and light. 🤗 Grab yours before it sold out.



Click to expand

0:05 / 0:11

Hard sell 13

Fancy Hijab
3 h · 🌐

Ini antara shade yang best seller juga tau. So korang wajib grab noww!! 😍
Price: RM15 Each Exc Postage
Dm us to order.

midnight
mocha
vanilla

Hard sell 14

Fancy Hijab
3 h · 🌐

We use a high quality satin silk material for this shawl to make fancy lovers feel comfortable wearing it.
Let's grab our Exclusive Satin Shawl now!! 😍 Dm us to order.

Hard sell 15

Fancy Hijab
Just now · 🌐

Premium Cotton Shawl is a must!!

- 🌟 minimal ironless
- 🌟 easy to wear
- 🌟 finishing kemas

Dijamin korang tak akan menyesal!! 😍 Price RM17 exc postage. Grab yours before sold out.




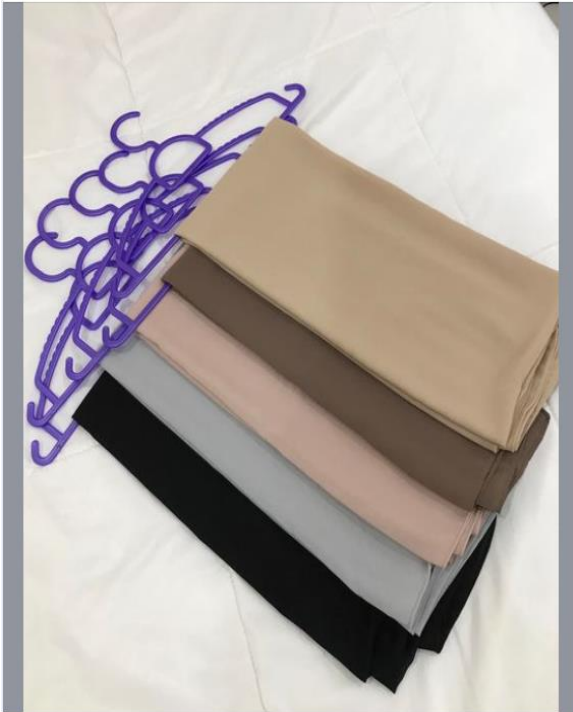
Hard sell 16


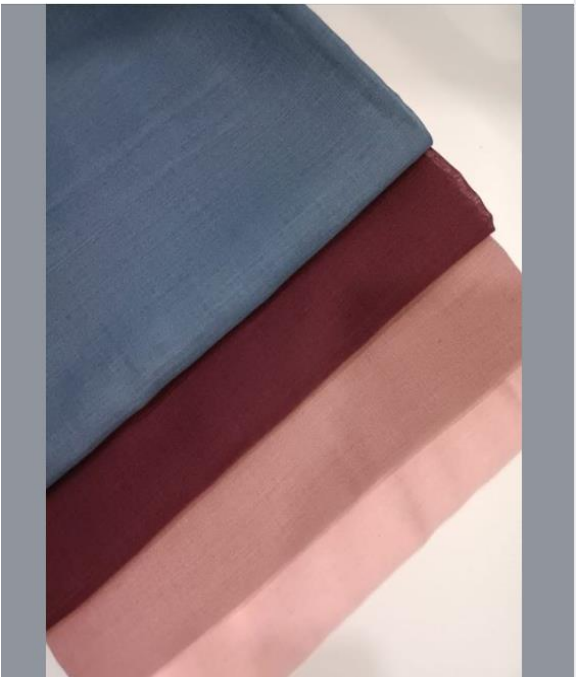


Fancy Hijab
Just now · 🌐





Stok terhad ni, mur2 saja. Student pun boleh beli tau sebab harga dia RM17 sahaja... murahkannn. Haa apa tunggu lagi, marilah beli di Fancy Hijab

DUSTY ROSE
JEANS BLUE
PINK
MAROON

2.5 Facebook (FB) post – Soft sell

<p>Soft sell 1</p> <p>Fancy Hijab 17 h · 🌐</p> <p>PREMIUM COTTON SHAWL walaupun harganya murah tapi kualiti tip top 🏆 Awning terletak elok dan tidak merosakkan hari anda. Ini kerana material yang digunakan adalah premium cotton voile yang semua orang tahu cotton voile ni memang selesa dan senang terbentuk 😊</p> 	<p>Soft sell 2</p> <p>Fancy Hijab 17 h · 🌐</p> <p>Elegant chiffon shawl made from premium Chiffon Georgette. Material shawl ni sangat lah lembut dan senang bentuk. Drapes dia pun tersusun cantik je. Bayangkan kalau korang pakai shawl ni mesti gorgeous kan!</p> 
<p>Soft sell 3</p> <p>Fancy Hijab 16 h · 🌐</p> <p>Hello, fancy lovers! How was your Hari Raya? After two years of not being able to celebrate because of the pandemic, I was happy and pleased to be able to celebrate it with my family and friends. One of the reason why I'm in a good mood is because my shawl behave hahahah makan ketupat and lemang banyak pun tetap on point! By the way, I'm wearing the Elegant Chiffon Shawl in code Candy. #adminShare</p> 	<p>Soft sell 4</p> <p>Fancy Hijab 5 h · 🌐</p> <p>Beli banyak-banyak tudung bila nak keluar still macam tak ada tudung yang matchy kan 😊 Siapa macam ni juga? 🌐 #ElegantChiffonShawl</p> 

<p>Soft sell 5</p> <p>Fancy Hijab 4 h · 🌐</p> <p>Anda mahu kelihatan anggun dan ayu semasa menghadiri sesuatu majlis? Kami mencadangkan exclusive satin shawl supaya lebih kelihatan berseri dan memberi keyakinan yang tinggi kepada si pemakai 🌟</p> 	<p>Soft sell 6</p> <p>Fancy Hijab 4 h · 🌐</p> <p>Anda penat mencari tudung harga mampu milik? Jangan risau kami menawarkan harga tudung yang tidak masuk akal dan dijamin kualiti yang terbaik. Fancy Hijab sahaja yang menawarkan harga terbaik dengan kualiti yang premium.</p> 
<p>Soft sell 7</p> <p>Fancy Hijab 4 h · 🌐</p> <p>Tengok ni cantik kan colour2 Elegant chiffon shawl! 🌟 Siapa suka colour pastel and earth tone, this shawls are definitely for you dear! 🌟</p> 	<p>Soft sell 8</p> <p>Fancy Hijab 3 h · 🌐</p> <p>Good evening guys! Korang pernah rasa rimas dan tak selesa pakai shawl? Dulu i tak suka pakai shawl sebab panas. Lepas tu mula lah tak selesa nak buat kerja. Rupanya baru i tahu yang shawl ni ada banyak jenis material. Korang kena pandai pilih material yang lembut dan tak tebal. Elegant Chiffon Shawl ni kitorang memang pilih material chiffon yang sangat soft dan tak tebal sesuai dengan cuaca dekat Malaysia ni. So bila kita pakai selesa sangat. Opacity shawl ni 7/10 tak terlalu tebal dan tak terlalu jarang. perfect! I memang pakai shawl ni je everyday. My favourite basic shawl so far 🌟 #adminShare</p> 

<p>Soft sell 9</p> <p>Fancy Hijab 3 h · 🌐</p> <p>Pemah tak kena bebel dengan kakak atau adik sebab asyik beli tudung? Padahal nanti dorang juga yang nak pinjam kan 😂 cuba tag adik beradik korang</p> 	<p>Soft sell 10</p> <p>Fancy Hijab 3 h · 🌐</p> <p>Dah banyak cotton shawl dalam almari? Takpe beli je lagi sebab PREMIUM COTTON SHAWL ni senang nak pakai, letak je dekat kepala elok awning terbentuk. Buat apa bad mood dengan tudung kalau boleh dapatkan cotton shawl yang anti moody ni, betul tak?</p> 
<p>Soft sell 11</p> <p>Fancy Hijab 3 h · 🌐</p> <p>Kemas betul finishing baby seam ni...in love sangat 😍 Sekarang trending finishing baby seam ni jadi Fancy Hijab sentiasa mengeluarkan produk up to date untuk Fancy lovers</p> 	<p>Soft sell 12</p> <p>Fancy Hijab 2 h · 🌐</p> <p>Exclusive kan gambar ni, sesuai lah dengan nama koleksi ni iaitu EXCLUSIVE SATIN SHAWL. Bayangkan mana nak dapat tudung dengan kualiti yang exclusive macam ni dengan harga yang rendah. Fancy Hijab sahaja yang keluarkan kualiti macam ni tau. Jadi tunggu apa lagi, belilah sekarang sebelum kehabisan stok 😘</p> 

Soft sell 13

Fancy Hijab
2 h · 🌐

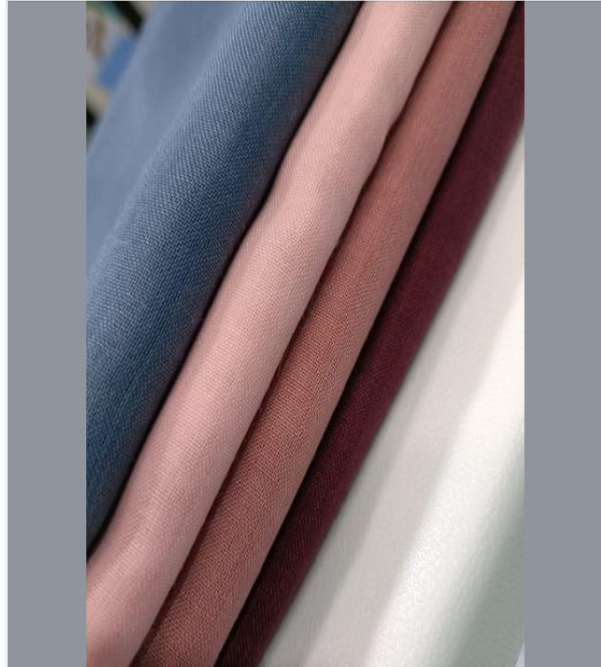
Cuba korang zoom tudung min tu, korang rasa min pakai tudung apa? 😊



Soft sell 14

Fancy Hijab
Just now · 🌐

Hello ladies! Korang suka style hijab yang macam mana, loose or kemas? Premium Cotton Shawl ni boleh digayakan dengan pelbagai style tau and confirm cantik hehe.💕



Soft sell 15

Fancy Hijab
4 h · 🌐

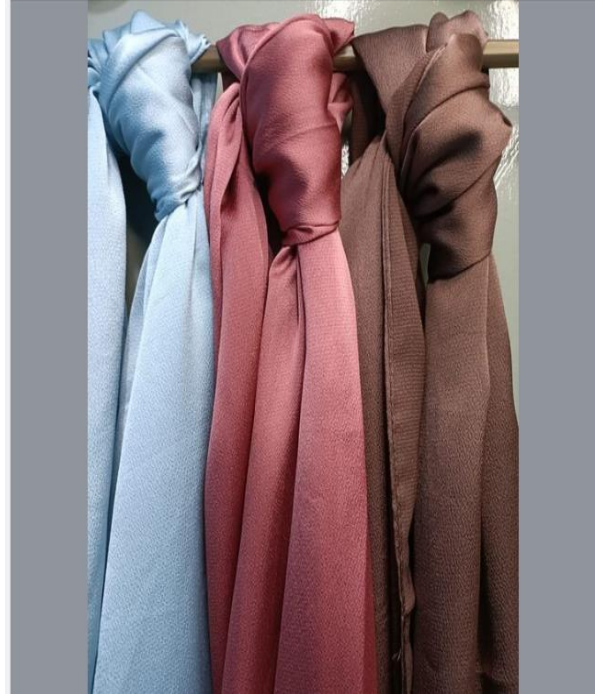
Woww menariknya warna ni. Tengok warna pun dah tahu exclusive!💕



Soft sell 16

Fancy Hijab
Just now · 🌐

Yang mana satu menjadi pilihan hati. Kalau min pun tak tahu nak pilih yang mana, warnanya cantik sangat!💕



2.6 Graphics

<p>Graphic 1</p>  <p>SO <i>coming</i> ON</p> <p>EXCLUSIVE SATIN SHAWL</p>	<p>Graphic 2</p>  <p>1 <i>day</i> LEFT</p> <p>Shop online at Fancy Hijab</p>
<p>Graphic 3</p>  <p>midnight</p> <p>mocha</p> <p>vanilla</p>	<p>Graphic 4</p>  <p>pistachio</p> <p>cloud</p> <p>candy</p>

Graphic 5



Graphic 6



Graphic 7



Graphic 8



Graphic 9



Graphic 10



Graphic 11



Graphic 12



Graphic 13



Graphic 14



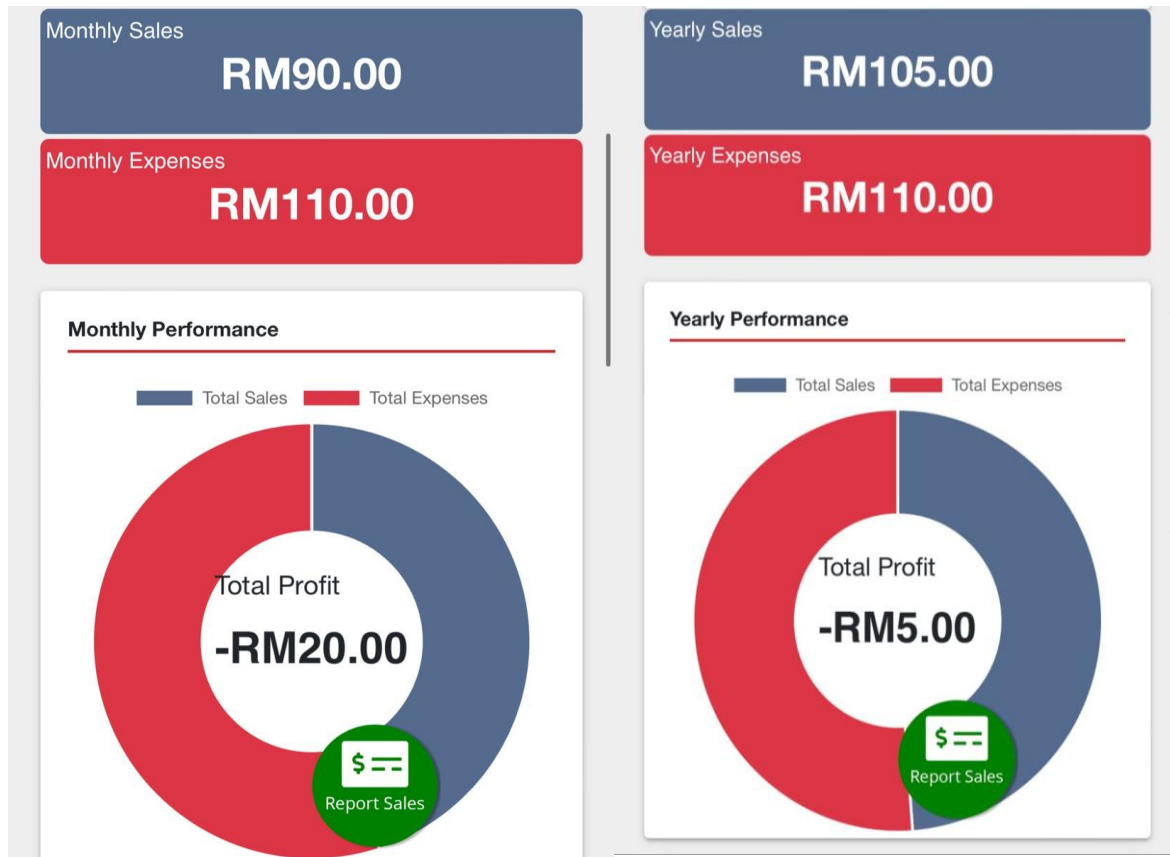
Graphic 15



Graphic 16

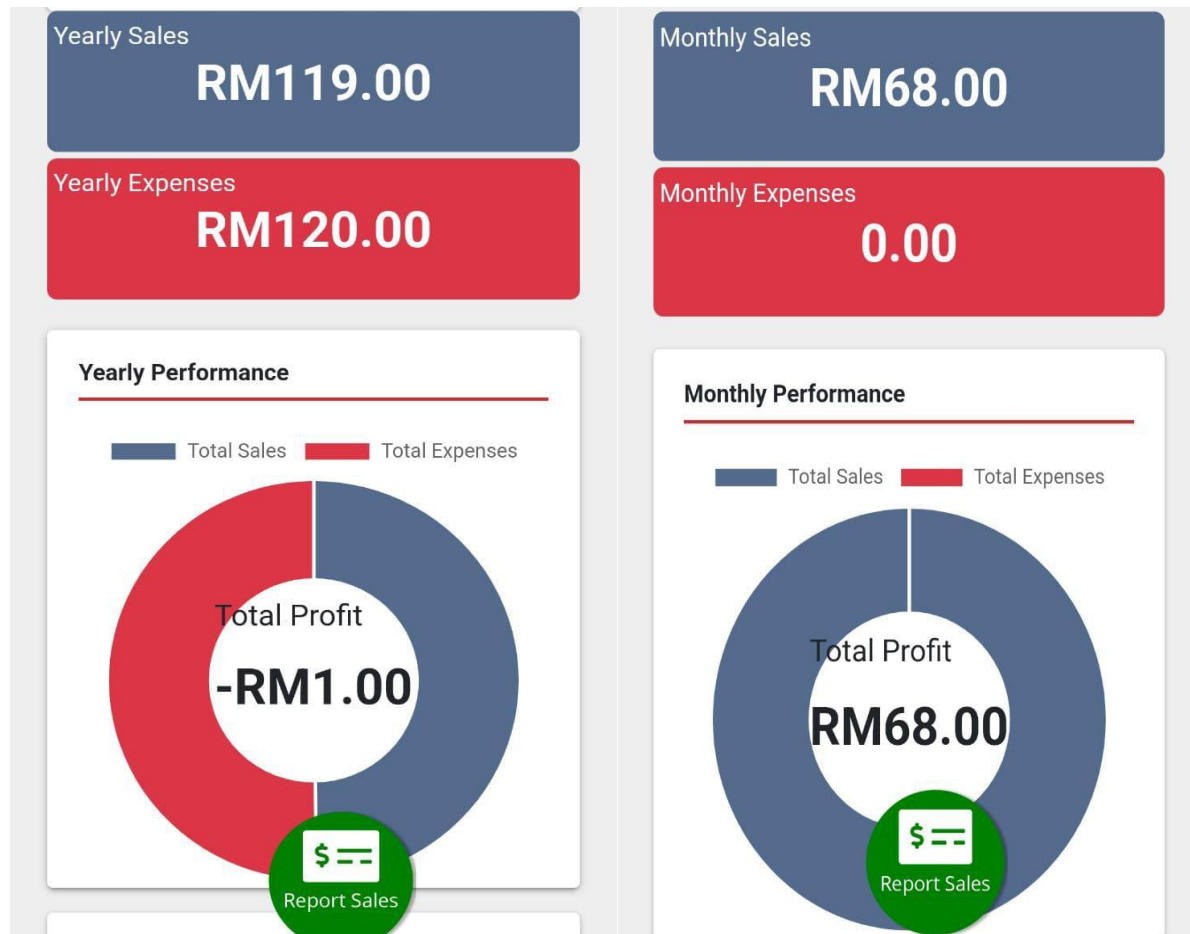


2.7 Sales Report



Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Fancy Hijab.co	20/05/2022	expenses				Goods	Stock	110		29/05/2022
Fancy Hijab.co	26/04/2022	online	Social Media		15					29/05/2022
Fancy Hijab.co	03/05/2022	offline			30					29/05/2022
Fancy Hijab.co	04/05/2022	online	Social Media		15					29/05/2022
Fancy Hijab.co	10/05/2022	online	Social Media		15					29/05/2022
Fancy Hijab.co	26/05/2022	offline			30					29/05/2022



Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Fancy Hijab.co	17/04/2022	expenses				Goods	Stock	120		29/05/2022
Fancy Hijab.co	23/04/2022	online	Social Media		34					29/05/2022
Fancy Hijab.co	26/04/2022	online	Social Media		17					29/05/2022
Fancy Hijab.co	09/05/2022	online	Social Media		34					29/05/2022
Fancy Hijab.co	13/05/2022	online	Social Media		34					29/05/2022

3.0 Conclusion

To conclude, Fancy Hijab is a women's clothing business that highlights hijab as the main product. According to Omnilytics, a fashion analysis platform, there is an estimated RM1 billion market size for Hijab in Malaysia, where more than 60% of the population is Muslim. As a result, we see a lot of potential in this area.

As a Muslim, we want to influence other Muslims woman in Malaysia to cover their *aurat* and boost their confidence to be stylish. Fancy Hijab also want to offer a fair price so that people of all background can afford a quality hijab and keep up with the latest trends. When we analyze sales, we can see a good response from customers because the demand for our products increases every week.

We will further expand our business using other social media platforms such as instagram, twitter, tiktok and many more. Next, we hope many people get to know our brand so that we can further increase sales in the future. Lastly, we also hope we can enter Asian markets such as Singapore and Indonesia.