



اَبُو سَيِّدِي تَكْوَلُو كَلِمَاتَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

Kampus Bandaraya Melaka

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



NURUL HARNIZA ENTERPRISE

“Be exclusive. Be Divine. Be yourself”

<https://www.facebook.com/the-nharrscarves-119651656611417>

FACULTY OF BUSINESS & MANAGEMENT

BA243 4A

SUBMITTED BY

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2019455224

SUBMITTED TO

DR KOE WEI LOON

SUBMISSION DATE

20th JANUARY 2021

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EXECUTIVE SUMMARY

Company's name is Nurul Harniza Enterprise and the business' name is the. nharrscarves. This business started on 6th November 2020. The. nharrscarves is owned by Nurul Harniza binti Fadzil. The business is located at Tingkat 1, No 187, Jalan Tuanku Abdul Rahman, City Centre, 50100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. Nurul Harniza Enterprise is selling the scarves and an online business which is using social media platforms such as Facebook to sell and promote the business. Then, if the customers want to order scarves and to know in detail about our business, they can contact us through Whatsapp and email. Also, this platform is easier to connect with customers.

Scarves have variety of different materials such as crepe, jersey, matte satin, linen, silk or cotton. Also, the. nharrscarves come in a variety of size, colours, shapes, patterns and most importantly, fabrics. Scarves can be used in different types of styles. In order to satisfy customer's taste, Nurul Harniza Enterprise has released many types of scarves collection to be matched the expectation of customers in the targeted segment. It shows that Nurul Harniza Enterprise trying to release a collection that make the users look attractive, elegant, and modern even with hijab because young generation today are very up to date on the world fashion. The. nharrscarves targets their customers, lady and woman with ages around the range of 18-60 years.

Nurul Harniza Enterprise always comes up with the latest collection to add variation to an existing collection. Our new collection is always a premium collection that is more elegant. Nurul Harniza Enterprise will keep improving existing products in order to meet and satisfy consumer's needs and tastes. Every month, the. nharrscarves will launch a new design and marketing strategy. Each new design will surely hit the crowd because the quality and uniqueness always bring satisfaction to our customers. Different design and use of high-quality fabric become a factor that reinforces the brand in the hearts of customers. Nurul Harniza Enterprise always produces new collections followed by the trend. Our collection of scarves is marked at affordable prices, and customers can be sure of our high-quality materials.

1. GO-ECOMMERCE REGISTRATION


PERSONAL PROFILE

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE


Nurul Harniza binti Fadzil

Personal Information

Name	: Nurul Harniza binti Fadzil	Phone/Mobile	: 0172271467	Edit
New Identity Card No.	: 980510085400	Home Address	: C-4-1 KIP GOMBAK UTARA KIRI KM11	
Email Address	: harniza1005@gmail.com	District	: JALAN GOMBAK	
City	: KUALA LUMPUR	Postcode	: 53100	
State	: Selangor	Personal Instagram	: harniza_	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information [Add New](#)


Go-eCommerce BETA

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UiTM Melaka Kampus Bandaraya Melaka - Principles of Entrepreneurship

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Melaka	Name of Institution	: UiTM Melaka Kampus Bandaraya Melaka	
Address of Institution	: UiTM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	: Bandaraya Melaka	
District of Institution	: Melaka Tengah	Postcode	: 75300	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: Principles of Entrepreneurship	Class Name	: M1BA2434A	
Subject Name	: ENT530	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 10	Lecturer Name	: Dr Koe Wei Loon	
Internship Enrollment	: No	Year Of Internship	: 0	
Month of Internship Enrollment	: -	Enrollment		
Expected Year To Complete Study	: 2022	Period of Internship Training		
Related To Study Field	: Yes	Expected Month To Complete Study	: 2	

Hello there! My name is Abang Iz and I'm here to assist you.



BUSINESS PROFILE

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BUSINESS PROFILE



Nurul Harniza binti Fadzil

Company Name : Nurul Harniza Enterprise
Type Of Business : Enterprise
Facebook Page : the.nharrscarves
Wechat for Business :
Marketplace : Others
Business Related to Your Study Field : Yes

Company Registration No. :
Business Role : Product Owner
Business Category/Business Sub-Category : Apparel, Health & Beauty / Fashion & Lifestyle
Business Instagram Page :
Business Website : <https://www.facebook.com/the-nharrscarves-119651656611417>
Type Of Website :
Experience in International Export : No

Edit