

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

NURUL HARNIZA BINTI FADZIL 2019455224

SUBMITTED TO

DR KOE WEI LOON

SUBMISSION DATE

20th JANUARY 2021

TABLE OF CONTENT

TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
EXECUTIVE SUMMARY	iv
1. Go-Ecommerce Registration	1-3
2. Introduction of Business	4
2.1 Name and address of business	5
2.2 Organizational chart	5
2.3 Vision/Missions	6
2.4 Descriptions of product	6-7
2.5 Price list	8
3. Facebook (FB)	9
 Creating Facebook (FB) page 	10-11
 Customized URL Facebook (FB) page 	12-13
 Facebook (FB) post - Teaser 	14-18
 Facebook (FB) post – Copywriting (Hard sell) 	19-29
 Facebook (FB) post – Copywriting (Soft sell) 	30-51
4. Conclusion	52-53

EXECUTIVE SUMMARY

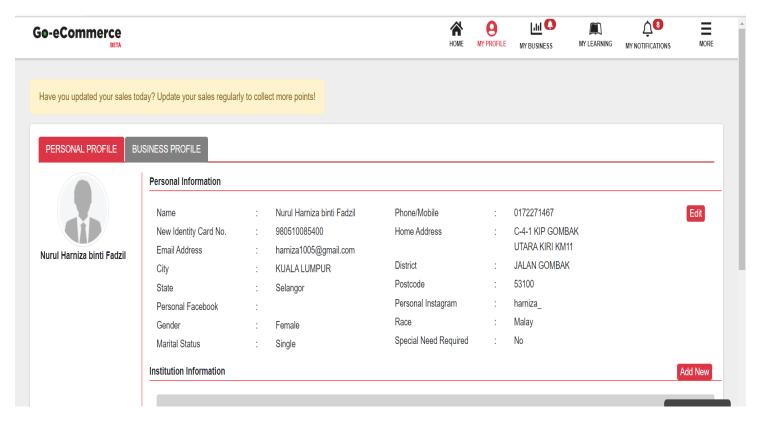
Company's name is Nurul Harniza Enterprise and the business' name is the. nharrscarves. This business started on 6th November 2020. The. nharrscarves is owned by Nurul Harniza binti Fadzil. The business is located at Tingkat 1, No 187, Jalan Tuanku Abdul Rahman, City Centre, 50100 Kuala Lumpur, Wilayah 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.

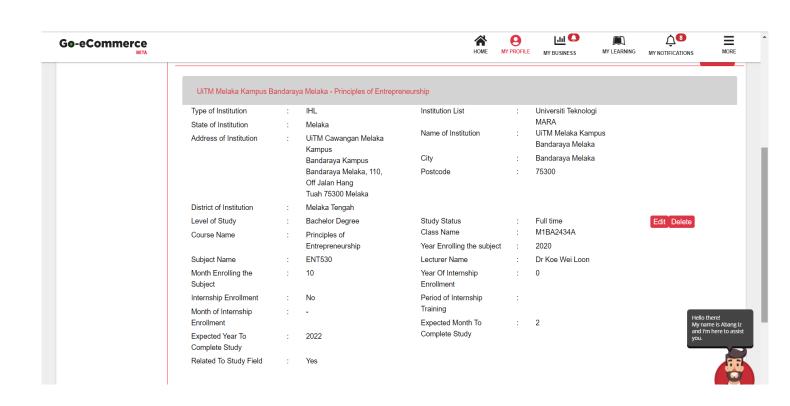
Scarves have variety of different materials such as crepe, jersey, matte satin, linen, silk or cotton. Also, the nharrscarves come in a variety of size, colours, shapes, patterns and most importantly, fabrics. Scarves can be used in different types of styles. In order to satisfy customer's taste, Nurul 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





BUSINESS PROFILE

