

اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**INDIVIDUAL PROJECT**

**COURSE: PRINCIPLE OF ENTERPRENEURSHIP**

**CODE: ENT 530**

**PROJECT: SOCIAL MEDIA (FB)**

**NAME PAGE BUSINESS: IMAANA SCARF**

**GROUP: NBH6A**

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Special thanks to my parents and friends in supporting us to complete this portfolio by help me to sell my business product. This portfolio has been prepared with cooperation and support from many people. Besides, not to forgotten to my lecturer which is Madam Zanariah binti Zainal Abidin and kindness in guiding me during the process of completion of this social media business task. She is providing a good services useful information to complete my task. Without her, I would not be able complete this portfolio.

Through this problem I manage to become more organize and mature in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell and create teaser to attract customer.

Lastly, for those that had involved and contributed directly or indirectly to this portfolio. I am very grateful and would like to say thank you so much for effort and initiative that they have shown in my business until successfully completed my portfolio report. I apologize to all other unnamed person who helped me various ways to complete this portfolio and we hope this social media business and portfolio report can give little bit about Entrepreneurship word and fact about how to become an entrepreneur in future.

## EXECUTIVE SUMMARY

Iman'a scarf is a business that carries out online business for hijab product. Hijab products consists of inspired for all design and good quality products. This business is created to provide an opportunity to all customers who love the many design and good quality clothes, want to have them at affordable prices. Apart from selling products to consumers, Imaana scarf also provides useful info and tips to customer know about the material of the scarf in the market and the way how to wear the scarf on daily life.

Retaining Imaana scarf customers is a very strong suit for this business and I used some of strategies in place to ensure that my customers remain happy with my products and services. This can be achieved if I employ the best customer services executives who are adept at handling orders, promptly attending to complaints and inquire. I also intend to provide a listening ear to my clients for feedback that will help make the company progress. Problem for issue so far is there is a lot of scarf brand in market. So, I have to convince my customer that I also create a good product for my scarf and a good material of the scarf that they can wear it daily. The challenges during this is to encourage customer and build their trust to buy my product because customer nowadays more interest on the well branded scarf that already established in the market.

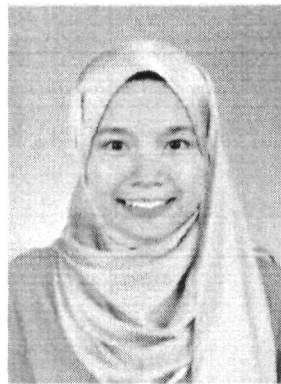
In addition to reinforcing strategies for maintaining customer loyalty towards Imaana Scarf, expanding and exploring ways to promote this online products and services business in social media is important. Skill and ways to known how to attract customer are important. I also create Facebook to expand my business through social media and learn how to post Facebook post business whether teaser product, soft sell and hard sell.

## **i. INTRODUCTION TO BUSINESS**

- **Name and address of business**
  - IMMANA SCARF
  - NO 9 JLN LAKSAMANA 3, TAMAN JASA UTAMA, 68100 BATU CAVES SELANGOR.

- **Organizational Chart**

**Owner**



**NUR AYUNIE BINTI SHAHARUDDIN**

- **Mission/Vision**
  - Vision – To be the first customer choice and user friendly to customer.
  - Mission – To ensure the quality hijab and the best price possible to customer and consumer. Imaana scarf also will continuously improve all the aspects of business in order to sustainable growth and profitability on the needs and customer wants.