

# PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



# **Individual Assignment:**

Social Media Portfolio: BD Hijab

FACULTY & PROGRAMME: FACULTY OF INFORMATION MANAGEMENT (IM246)

SEMESTER : 3

NAME: NUR SABRINA NABILAH BINTI AHMAD DAUD

(2019612466)

GROUP : IM2463ST4

LECTURER : SIR MUHAMMAD HAFIZI BIN ZAMRI

### **ACKNOWLEDGEMENT**

First of all, thanks to ALLAH S.W.T for his mercy and guidance in giving me full of strength to complete this "Social Media Portfolio" individual assignments. Even though I am facing with some difficulties in completing this task, praise be to Allah S.W.T. I still managed to complete this task. I would like to say Thank you to my beloved lecturer of (ENT 530) Sir Muhammad Hafizi Bin Zamri for all of his support and guidance in helping me and my classmates to finish the task that really tested our abilities. In addition, I am so grateful acknowledgement to all of my friends and families who are never give up in giving their support to me in all aspects of life. Thank you very much to my family and friends, I will never forget all of your kindness.

# **TABLE OF CONTENT**

NUMBER	CONTENT	PAGE
1.	Acknowledgement	i
2.	Table of content	ii
3.	Content:	
	Executive Summary	1
	Go-eCommerce	2
	Introduction	6
	Facebook	7-26
	Conclusion	27
4.	References	28
5.	Appendix	29

#### **EXECUTIVE SUMMARY**

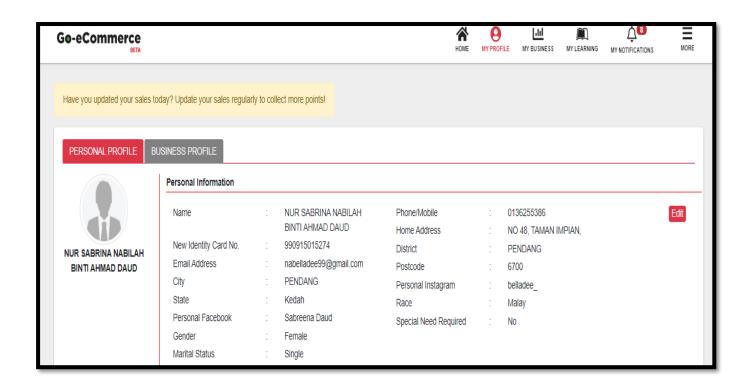
Business networking is a method of networking involving entrepreneurs and a community group to establish collaboration between the two parties for the benefit of companies. Good ties between entrepreneurs and clients or buyers who can profit the entrepreneur from finding their loyal customers and growing business sales. This is because, if customers have faith in entrepreneurs, it is so easy for entrepreneurs to sell their goods to the public and also to increase product sales. Networking is significant to the success, particularly young entrepreneurs who are still in the early stages of their business.

BD Hijab is a small hijab business that runs online. It began to work in 2017. BD Hijab offers various kinds of hijab to all women who want to look pretty and stylish. BD Hijab offers handmade sewing and customised hijab services to its customers. Our company offers our precious customers reasonable prices by offering them a different kind of design, a material with different price ranges. We also served our customers with a free consultation so that they could demonstrate what kind of design they wanted before continuing with the design and sewing phase.

Our intended audience is a group of women who want to change the way they wear hijab and need choices with various types of design to choose from in order to suit their needs. The marketing technique used by BD Hijab is the different form of design coated on the hijab that is offered by the design packages.

At the moment, only Nur Sabrina Nabilah Binti Ahmad Daud wholly owned BD Hijab. Our business also used Facebook and Instgram Page as a medium for us to draw customers. BD Hijab doing the teaser message, selling soft and hard as their sales post to encourage hijab.

## 1.0 GO-ECOMMERCE REGISTRATION



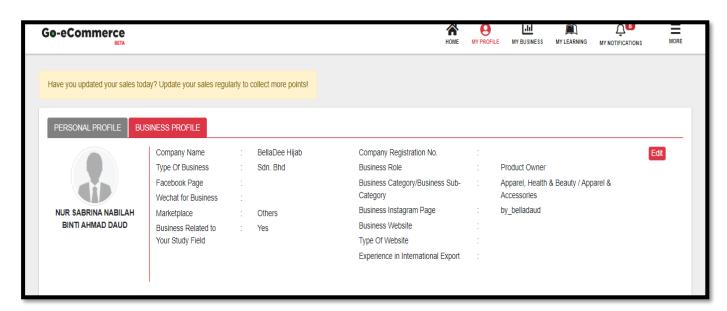


Figure 1: Go-Ecommerce Registration