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UNIVERSITI  
TEKNOLOGI  
MARA



**GOTTA GO SCARVES**

**SOCIAL MEDIA PORTFOLIO**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO**

**FACULTY & PROGRAMME: BACHELOR OF INFORMATION SCIENCE (HONS.)  
LIBRARY MANAGEMENT**

**SEMESTER : OCTOBER 2020 – FEBRUARY 2021**

**PROJECT TITLE : GOTTA GO SCARVES**

**GROUP : IM2443A**

**LECTURER : MADAM NOR SARA NADIA BINTI MUHAMMAD  
YUNUS**

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## **EXECUTIVE SUMMARY**

This report is based on my progress under the Principles of Entrepreneurship (ENT530). Hijab online shop in this enterprise is the product that I offer. The reason that my company chooses this product is to help customers save their time from going to physical store to shop their hijab.

My company will make sure that we offer the good services towards customers and we will fulfill their needs to make them satisfy with our services. My business model seeks to help people to save their time by shop with us through our Facebook page and we also offer affordable price for our products to attract people to buy at our online shop.

At first, the opportunity for my business is low business start-up costs, where I can hire contract workers on an as needed level because we don't have to carry much stock. We offer limited stock of our collection to attract customer to buy our hijab faster. So we don't need to provide a big space to place the stock. In addition, most people tend to rely on the gadgets in this era of globalization, and by doing so I can take this opportunity to market my business through social media that cost little money. But I have to invest money on office space, rentals, utilities and other business start-up equipment.

The target market for my business is girls in any age who wear hijab. We designed various types of hijab that suitable for any ages to wear either for casual wear or formal. We produce the products that will make customer love to buy from us repeatedly.

By further expanding this product, we have decided to create and promote all of my collections on Facebook Page named Gotta Go Scarves and we also provide a Whatsapp number for customer to contact us if they have any inquiry or to place their order. We always update our page in terms of price, promotions and to create awareness among people with existence service.

I have done my best to make the public aware of my products and hope that Gotta Go Scarves will continue to grow with a new innovation in our service. This gives me more benefits that this product will be longer-term rentable and stable.

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# 1.0 GO-ECOMMERCE REGISTRATION

**Go-eCommerce**  
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE



Nur Afina Binti Abdul Ghafar

Company Name	:	Gotta Go Scarves	Company Registration No.	:		<a href="#">Edit</a>
Type Of Business	:	Sdn. Bhd	Business Role	:	Product Owner	
Facebook Page	:	Gotta Go Scarves	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:		Business Website	:		
Business Related to Your Study Field	:		Type Of Website	:		
			Experience in International Export	:		