



اُونِيْوَرْسِيْتِيْ تِيْكُونُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

NAME OF BUSINESS:
DEQYLLA'S SCARVES

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): INDIVIDUAL REPORT

FACULTY & PROGRAMME	: FACULTY OF BUSINESS AND MANAGEMENT (BA242)
SEMESTER	: 4
PROJECT TITLE	: SOCIAL MEDIA PORTFOLIO
NAME	: NURUL AQILAH BINTI KAMALRAZAMAN
MATRIC NUMBER	: 2019461342
GROUP	: BA242 4D
LECTURER	: DR. SYUKRINA ALINI BINTI MAT ALI

ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful

Alhamdulillah, praise be to Allah S.W.T, I am able to finish this assignment the Entrepreneurship's subject which is Principle of Entrepreneurship (ENT530). This task has been done with all afford by me and working smoothly from the beginning until finish. Luckily, the problems that I have been face throughout completing this assignment solve with well. I had to take the help and encouragement of some valued people in carrying out my work which merited my greatest thanks. It gives me great pleasure to complete this task. I would like to say foremost gratitude DR. SYUKRINA ALINI BINTI MAT ALI, lecturer subject of Principles of Entrepreneurship (ENT530) for her guidance and teach me with patience in order to complete and producing my assignment project.

I also would like to thank to my parents and family for their support and help me along this assignment project in progress. Not to be forgotten to my classmate of BA242 4D, thank you for all your kindness on giving ideas and opinion to improve my assignment project.

Last but not least, my thanks and appreciations also goes to people who directly and indirectly helped me out in developing this assignment project. Your cooperation are so appreciated.

Thank you so much.

TABLE OF CONTENT

CONTENTS	PAGES
EXECUTIVE SUMMARY	2
1. BODY OF REPORT 1.1 Go-Ecommerce registration	3
2. INTRODUCTION OF BUSINESS 2.1 Name and address of business 2.2 Organizational chart 2.3 Mission / vision 2.4 Description of products / services 2.5 Price list	4
3. Facebook (FB) 3.1 Creating Facebook (FB) page 3.2 Customing URL Facebook (FB) page 3.3 Facebook (FB) post - Teaser 3.4 Facebook (FB) post – Copywriting (Hard sell) 3.5 Facebook (FB) post – Copywriting (Soft sell) 3.6 Frequency post	8
CONCLUSION	23

EXECUTIVE SUMMARY

Studying Principles of Entrepreneurship (ENT530) is important because it will enable university students to learn develop ideas by understanding the needs of the market in terms of services, products and price, to prepare start a business by learning to allocate resources. This report also enhance our process skills and social skills based on how we can mingle with other people in the society. This both of skills are important reliable when we want to achieve great success when doing business.

DEQYLLA'S PRINTED SCARVES coming from a business-oriented family. Qilakamal is the General Manager of Deqylla's printed scarves and Nazerul Kamal is Executive Assistant Manager. DEQYLLA'S PRINTED SCARVES is primarily focused in the sales and promotion of particular vintage and modern style of printed scarves. The main objective is to offer variety of printed scarves to our customer with premium quality material and affordable customized printed vintage and modern scarves.







Our business was started on 31st of October in 2020. It is located at Ampang. The launch of Deqylla's Printed Scarves by online platform which is Facebook serves to provide a better shopping experience to all customers. We wish a pleasant and satisfactory browsing experience to all customers. Today, we can see vintage scarves are back and also we change a little bit printed scarves to the modern style. Based on the customers review, our product fulfills the customers demand. Each printed scarves was made with the best quality of material, preciousy sown with love and passion. This is to ensure all our customer feel satisfy and feel loyal to our product. Hence, this product gave us inspiration in a good sight for the continuation of sales to our customer.

Our target customer is Malaysia youth and middle age. Lady and women with the ages around 18-60 years. It shows not only young generations can wear our product. It is because our product made for all women muslimah. Our product design is suitable for all generations because the design yet modest hijab wear but pretty.

1. Body of the Report


1.1 Go-Ecommerce registration (Print Screen)

Go-eCommerce BETA

 HOME  MY PROFILE  MY BUSINESS  MY LEARNING  MY NOTIFICATIONS  MORE

PERSONAL PROFILE

BUSINESS PROFILE



NURUL AQILAH BINTI
KAMALRAZAMAN


Personal Information

Name	:	NURUL AQILAH BINTI KAMALRAZAMAN	Phone/Mobile	:	0123497201	Edit
New Identity Card No.	:	980617145792	Home Address	:	NO 95, JALAN CEMPAKA 24, TAMAN CEMPAKA	
Email Address	:	aqilahkmlrzmn@gmail. com	District	:	Hulu Langat	
City	:	AMPANG	Postcode	:	68000	
State	:	Selangor	Personal Instagram	:	null	
Personal Facebook	:	https://www.facebook.c om/deqyllascarves	Race	:	Malay	
Gender	:	Female	Special Need Required	:	No	
Marital Status	:	Single				

Institution Information [Add New](#)

PERSONAL PROFILE

BUSINESS PROFILE



NURUL AQILAH BINTI
KAMALRAZAMAN

Company Name	:	Deqyllascarves	Company Registration No.	:		Edit
Type Of Business	:	Enterprise	Business Role	:	Product Owner	
Facebook Page	:	https://m.facebook.com/d eqyllascarves	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	None	Business Website	:		
Business Related to Your Study Field	:	Yes	Type Of Website	:		
			Experience in International Export	:	No	