



اٰنذو بى باسمى ربى
UNIVERSITI
TEKNOLOGI
MARA



**dear
rose.**

SOCIAL MEDIA PORTFOLIO

DEAR ROSE SCARF

PRINCIPLES OF ENTREPRENUERSHIP (ENT530)

FACULTY & PROGRAMME	:	FACULTY BUSINESS AND MANAGEMENT
SEMESTER	:	2
PROJECT TITLE	:	SOCIAL MEDIA PORTFOLIO
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MATRIX NUMBER	:	2020614476

LECTURER:
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SUBMISSION DATE:
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Next, I would like to express my appreciation to my beloved family for their moral support, encouragement, constructive suggestion and provide the financial support for my social media portfolio. Not to forget, a huge thank you to all my classmates that always share their knowledge and information in order to complete my social media portfolio.

Lastly, I would like to thank to everyone who had involved in this social media portfolio either directly or indirectly. They had been a great help to me in completing this social media portfolio. I am really grateful for their constant support and help. Without their cooperation and guidance this project would not have been completed.



dear
rose,

EXECUTIVE SUMMARY

Dear Rose Scarf Enterprise is a business that sells a variety of hijab or headscarves. Dear Rose Scarf was first established on 30th September 2020 where we decided to name it Dear Rose; like the flower rose because we want to indicate people that are wearing hijab to be as beautiful as the rose flower. Moreover, the name Dear rose was also inspired by the owner's name which is Rozi.

The goals of conducting this business is that we want to be a pioneer that serves customers a wide variety of hijab products where their preferences will be our main priority. By providing them with the best services and high quality of products, we assure that our business can sustain in a long-time of period. We also aim to make Dear Rose Scarf Enterprise as a top distinctive brand of fashionable, trendy, best services and high quality hijabs all over Malaysia in future. Furthermore, our business can be more profitable because we offered our customers a product with a reasonable and affordable price. This will lead them to buy our product repeatedly and at the same time will increase our profit.

In order to reach our potential customers, we choose social media as the main platform to commercialize and promote our products. Therefore, we found that Facebook platform is the best choice for us to use in order to reach a wider audience. As we know, people nowadays mostly often with their gadget. Hence, this indicates that online platform is the best way for us to communicate with our customers through social media like Facebook, Instagram or even WhatsApp. Moreover, our products can be served as birthday present and provide design and service based on customer preference.

dear
rose,

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1.0 GO-ECOMMERCE REGISTRATION

Dear Rose Scarf Enterprise register their business under Go-Ecommerce online system that conducted by Malaysia Digital Economy Corporation, also known as MDEC. By doing this registration, it helps us to sell our products using the internet or online platform and gain more profit. Thus, the figure below shows our personal and business profile in Go-Ecommerce.

1.1 Personal Profile

PERSONAL PROFILE BUSINESS PROFILE


Asyraf Danish

Personal Information Edit

Name	: Asyraf Danish	Phone/Mobile	: 0198409830
New Identity Card No.	: 990930146109	Home Address	: Lot 117 Jalan Pantai Permai 6
Email Address	: asyrafdanish.edu@gmail.com	District	: Pantai Dalam
City	: Kuala Lumpur	Postcode	: 59200
State	: WP Kuala Lumpur	Personal Instagram	: asyrafdanish
Personal Facebook	: asyrafdanish30	Race	: Malay
Gender	: Male	Special Need Required	: No
Marital Status	: Single		

Institution Information Add New

UITM Puncak Alam - SYUKRINA-ENT530-BA2323B-OKT2020

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: SYUKRINA-ENT530-BA2323B-OKT2020	Class Name	: BA2323B
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali
Internship Enrollment	: No	Year Of Internship Enrollment	: 0
Month of Internship Enrollment	: -	Period of Internship Training	
Expected Year To Complete Study	: 2021	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

Edit Delete

Figure 1: Personal Profile Registration