SOCIAL MEDIA PORTFOLIO

DEAR ROSE SCARF

PRINCIPLES OF ENTREPRENUERSHIP (ENT530)

FACULTY & PROGRAMME	:	FACULTY BUSINESS AND MANAGEMENT
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NAME	:	ASYRAF DANISH B KAMAL EFFENDI
MATRIX NUMBER	:	2020614476

LECTURER:
DR. SYUKRINA ALINI MAT ALI

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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.

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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

Figure 1: Personal Profile Registration