



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP(ENT530): SOCIAL MEDIA PORTFOLIO

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Therefore, I sincerely thank Madam Norfazlina Binti Ghazali, lecturer for my Principles of Entrepreneurship (ENT530) subject for her guidance and encouragement in carrying out this case study assignment.

EXECUTIVE SUMMARY

Fifi Collection is a “Sole Proprietorship Business” founded by Muhamad Afiq Bin Mustaffa in early 2020, which provides women’s hijabs and accessories in a variety of colours and design. The idea of creating the business’s name came from the owner where Fifi represents the mix name of owner of the founder and Collections represents that the business is ready to provide hijabs for the customers. The name “Fifi Collection” itself already illustrates that the business will provides hijabs and accessories. The founder, Muhamad Afiq is the agent for Fareha Holdings Sdn Bhd that provides and sells Fareha’s hijab. Most of the hijabs and accessories provided by Fifi Collection are for women in average of 18-40. The price range is determined by the materials and the designs for the hijabs but the price is affordable for everyone to buy.

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INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



Fifi Collection is a “Sole Proprietorship” business that is more related about girl’s hijabs founded by Muhamad Afiq bin Mustaffa as agent for Fareha Holdings Sdn. Bhd. Fifi Collection was established in early 2020 and began its operations since then. Our business operated everyday from 8 a.m to 10 p.m. The products that we sells are Bawal Anti Kedut by Fareha for our target market who loves ironless and easy to shape scarves.

Fifi Collection is located at No.23, Jalan Bentara 8/5 Bandar Mahkota Cheras, Cheras, Selangor. This location is very strategic because it is in the center of the city that have school, working area and mall. Our business also have social media and Shopee application to reach our target market. The customers can reach us and make orders through Facebook, Instagram and Shopee. All the information and details that the customers needed are stated on Fifi Collection social media. The customers can choose the scarve collections that they wants and purchase it. They also can contact us via phone number +60142151145 for any inquiries about the products that we sell.