



PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)
SOCIAL MEDIA PORTFOLIO

TITLE :

NS HIJAB FACEBOOK PAGE

FACULTY : FACULTY OF ACCOUNTACY
PROGRAMME : BACHELOR OF ACCOUNTANCY (HONS.)
COURSE CODE : AC220
GROUP : B4F
NAME : FATIN NADIRA BINTI SOHAIRI
LECTURER : NURFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

Assalamualaikum W.B.T

First and foremost, all praises to Allah S.W.T for giving me the courage to complete this Social Media Portfolio as one of the requirements that needed to be accomplished for Principles of Entrepreneurship (ENT530) course work.

Special thanks to my lecturer, Madam Nurfazlina binti Ghazali for her guidance, constructive comments, advice and encouragement throughout the process of developing this portfolio. Without her guidance, I would surely be overwhelmed with pressure.

Next, I would like to extend my deepest appreciation to my parents because they have been supporting me from day one by giving moral support, love as well as continuous prayer. I am so blessed to receive such helpful classmates in ensuring that I always keep myself on track with the right information. Their contribution are much appreciated. Lastly, I am obliged to thank everyone who has been directly or indirectly involved in the development of this portfolio. It would not be a success without the help from each one of you.

This portfolio has taught me a lot of important aspects in entrepreneurship. I am able to learn on how to do copywriting and influence customers to purchase my product. Overall, it is a good experience. I am thankful for all the knowledge received and will make use the best of the gained skills in the best possible way in the future. Thank you.

EXECUTIVE SUMMARY

NS Hijab is an authorised agent of Fareha. The idea of creating the business name came from the owner where NS represent Nadira Sohairi, which means to show originality and personal branding. NS Hijab provides product and service that focus on women by selling ironless printed square scarfs to Bentong people since there is no Fareha agent yet in that area. We are targeting women that aged in average of 18 to 45 years old and above. This is because the material used is super comfy and ironless that suits women who is busy as they have to juggle life between studies, work and family if they are married.

The business will be formed as a sole proprietorship as it the simplest and need not much document to start up. Besides, it requires only one person which is the owner herself. The shop will be opened in Bentong. It will be located at Chamang near the TF supermarket. Although it is a newly developing area, the location has shown a positive explosion of growth as it is near to residential area, schools and shoptlot.

NS Hijab consists of one employee named Aina to help the owner in packing orders for customers. Our employee's drive is to provide the highest level of customer satisfaction to customers. Therefore, the product will be wrapped meticulously to ensure the product is safe during the delivery process. Other than using courier which is JnT and Poslaju to deliver the customers' order, we also provide free cash on delivery (COD) for those who lives in Bentong and nearby areas if they purchase more than one item.

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1.0 GO E-COMMERCE REGISTRATION

Go-eCommerce
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS

FATIN NADIRA BINTI SOHAIRI

Personal Information

Name	: FATIN NADIRA BINTI SOHAIRI	Phone/Mobile	: 01116101423
Home Address	: 83, Taman Muhibbah	District	: Bentong
New Identity Card No.	: 990113065886	Postcode	: 28700
Email Address	: nadirasohairi@gmail.com	Personal Instagram	: null
City	: Bentong	Race	: Malay
State	: Pahang	Special Need Required	: No
Gender	: Female		
Marital Status	: Single		

Figure 1: Go e-Commerce Registration

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND BUSINESS ADDRESS

Name : NS Hijab

Address : 83, Taman Muhibbah, Bentong, Pahang

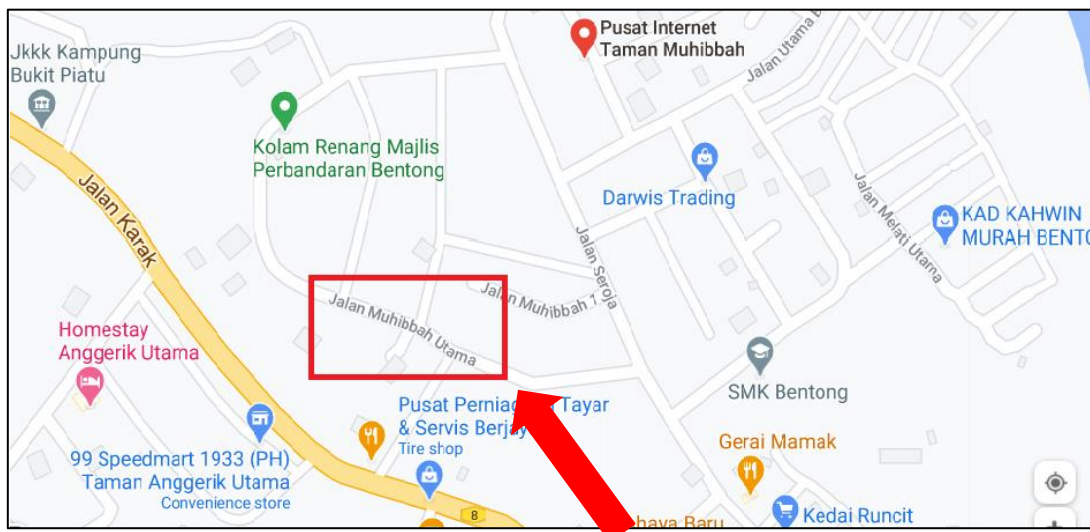


Figure 2: Location of NS Hijab