



SOCIAL MEDIA PORTFOLIO

TITLE: Bawal Saudia by Hana

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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EXECUTIVE SUMMARY

This Social Media Portfolio is a full description and detailed information regarding the small online business which is "Bawal Saudia by Hana". Bawal Saudia by Hana has been established and developed through social media platform particularly Facebook where Facebook Page play a crucial site for developing and engaging this business. The important effort including the official registration for small businesses has been taken through the Go-Ecommerce registration online platform. This is considered as the first and necessary step before beginning any activities in the entrepreneurship industry. Through this official registration, a business undoubtedly being legally certified. A brief business background and introduction have been presented in this portfolio where Bawal Saudia by Hana is officially owned by Farhana Ruslan. Bawal Saudia by Hana promoted the bawal scarf with a well-recognized brand, Saudia, which is originated from Bawal Saudia HQ or Saudia Scarf HQ..

All the business activities include promoting, advertising, posting, product launching, teaser, and customer engagement has been done on Bawal Saudia by Hana Facebook page. Bawal Saudia by Hana's mission is to ensure the satisfying among every customer which assist them in solving the problem they encounter in their everyday life while the vision is focusing on to serve a high-quality product's material for customers value. They serve and provide a high-quality material of hijab at such an affordable price. This Bawal Saudia is well-known for its great quality of hijab that which has made many customers satisfied and pleasant with it. It is made of high-quality soft cotton material that provided many advantages to hijabis and helps them to overcome their everyday problem concerning their hijab.

With this opportunity and benefits provided from Bawal Saudia by Hana, hijabis out there able to look pretty and fashionable as the Saudia scarf comes with a unique design particularly its fringe finishing makes it different and rare from other scarves. The customer also is able to look stylish and beautiful without requiring to spend enough money to purchase such a high branded scarf at the market out there. Every detailed description with respect to the product, promotion, and service information has been created and distributed through the strategized method of copywriting on the Bawal Saudia by Hana Facebook page. This includes the teaser, hard-copywriting, and soft copywriting with the intention to keep a good engagement with the customer, and delivering information and guidance regarding their hijab.

ii. Introduction of business

- **Name and address of business**

This small online business is named “Bawal Saudia by Hana” which has been established through a social media platform such as Facebook. The business is focusing on selling the ‘tudung bawal’ with a well-recognized brand, Saudia, originated from Bawal Saudia HQ or Saudia Scarf HQ itself. This business is legally run by an official agent that has been certified by Saudia Scarf HQ and entrepreneurship administration as the business has been legally registered through the Go-Ecommerce online platform.

Bawal Saudia by Hana has been established and developed through social media platform particularly Facebook where Facebook Page play a crucial site for developing and engaging with this business. They serve and provide a high-quality material of hijab at such an affordable price. It is made of high-quality soft cotton material that provided many advantages to hijabis and helps them to overcome their everyday problem concerning their hijab. Bawal Saudia by Hana’s target audience includes those hijabis that having a frustrating problem with their hijab, those hijabis that interested in fashion, and those hijabis that preferred a high-quality hijab material.

- **Organizational chart**



Manager

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