



FACULTY OF BUSINESS AND MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP

ENT 530

INDIVIDUAL ASSIGNMENT:

SOCIAL MEDIA PROTFOlio



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EXECUTIVE SUMMARY

Ellohijabs Shafsaf have been joined the ELLOHIJABS since the quarter in the year 2020. Due to that Ellohijabs Shafsaf started to learnt about the basic of business such as marketing.

Moreover, the marketing that were used by Ellohijabs Shafsaf is attracting the customers through teaser, puzzle and also the hard sell and soft sell skills. This is because people are likely to start entertain themselves by getting the curiosity time to time.

Through the soft sell skills, Ellohijabs Shafsaf have provided some knowledge for the customers so that they can take a good care of their scarfs and able to wear it in long period.

Ellohijabs Shafsaf had played the role as the dropship to the headquarter which is, I have to do the marketing and submit the order through an apps called BIZAPP. As a dropship, Ellohijabs Shafsaf didn't have the possession through the products, and we get paid through the commission based on sales we got.

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2.0 INTRODUCTION

2.1 Name and Address of Business

Ellohijabs.Shafsaf have been started the involvement in dropship for ELLOHIJABS is on 13 September 2020. I have been interested in business in order to gain more side income as a student. Ellohijabs Shafsaf are basically focusing on target of Sabahan's customers which applied to all district in Sabah.

2.2 Organizational Chart

Ellohijabs Shafsaf didn't have any organizational chart because didn't have recruit any team in the ELLOHIJABS because all of us were coach by the founder itself via Telegram and have the access to the material through that platform.

2.3 Mission and Vision

For Ellohijabs Shafsaf 's mission is working hard to get the monthly achievements with the highest sales. Meanwhile the vision is to helped family with the side income for the study life for myself and sisters.

2.4 Descriptions of Products

Ellohijabs Shafsaf are aligned with the headquarters which we are selling four products which is scarfs. Firstly, the Tudung Bawal Cotton Kayna. This product is using the material of Cotton Voile and have the features of ironless and easily shaped with the measurement of 45 inch and finishing Baby Seam. Secondly, Shawl Satin Matte ELLOHIJABS. This shawl use material of Satin Matte with finishing Bay Seam and measurement 1.9 meter \times 0.7 meter. Third, Shawl Cotton Nea. This shawl using the same material with the Tudung Bawal Cotton Kayna which is the Cotton Voile with finishing of Baby Seam and measurement of 1.8 meter \times 0.7 meter. Last but not least in the Shawl Pleated Bena which just launched recently. The features of this product are it's using the material of Heavy Chiffon with finishing of Baby Seam and designed like Square Shawl with the measurement of 1.8 meter \times 0.7 meter.

2.5 Price List

- 1) Tudung Bawal Cotton Kayna: RM 15
- 2) Shawl Satin Matte ELLOHIJABS: RM 20
- 3) Shawl Cotton Nea: RM 25
- 4) Shawl Pleated Bena: RM 25