



اَوْنِمْ سَيِّتِي تَيْكُوْلُوْكِ مَارَا
UNIVERSITI
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MARA

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

PREPARED BY

FACULTY: INFORMATION MANAGEMENT (IM246)

SEMESTER: 3

GROUP: IM2463ST2

BUSSINESS NAME: SURAYASCARF

NAME: NUR ANIS SURAYA BINTI SUHAIMI

ID NO: 2019476212

PREPARED FOR:

MADAM ZARITH DELAILA BINTI ABD AZIZ

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EXECUTIVE SUMMARY

Surayascarf is one of the small businesses that offers various types of hijabs that had been a choice to every Muslim woman. Our business offered affordable and reasonable prices to our beloved customers. Our brand is increasingly popular and affordable for all women due to the very cheapest and quality scarves provided by us. With a passion for fashion, Surayascarf caters to Muslimahs. Either casual or formal, while retaining your modesty and elegance, it is ideal for daily wear. Our target market is middle to upper class income earners aged 20-50 who are looking for contemporary, modern but elegantly modest scarves to fulfil their daily needs. We have a variety of options of scarves, such as satin and cotton shawls. The highest quality material, such as viscose cotton and luxury satin silk, is our focus. Ivy Shawl, one of our bestselling collections, has received positive reviews and, despite frequent reproductions, is still in high demand. Surayascarf has a strategic strategy that is well managed and aims to become a profitable, standardized and competitive brand for business. In order to be better known to everyone, Surayascarf is also working to expand the business. With the help of the customers of Surayascarf, the vision and mission of the organization will be achieved.

TABLE OF CONTENT

BIL	CONTENT	PAGE
1.	Go-Ecommerce registration (Print Screen)	1
2.	Introduction of business <ul style="list-style-type: none">• Name and address of business• Organizational chart• Mission and Vision• Description of product• Price list	2-4
3.	Facebook (FB) <ul style="list-style-type: none">• Creating Facebook (FB) page• Costuming URL Facebook (FB) page• Number of Likers• Facebook (FB) post – Teaser• Facebook (FB) post – Copywriting (Hard sell)• Facebook (FB) post – Copywriting (Soft sell)• Graphics	5-26
4.	Conclusion	26

2.0 INTRODUCTION OF BUSSINESS

2.1 NAME AND ADDRESS OF BUSINESS



My business's name is Surayascarf. The idea of creating the business's name comes from my own name which is Suraya. The "Scarf" itself already illustrates that the company are provided hijabs which is suitable for use by all ages among women. The objective of choosing this name is to make the human identity of my business and make it look more authentic.



My business was located at No 17, Lorong Impian 1, Taman Jengka Impian 2, 26400 Bandar Jengka, Pahang. Since my home was really comfortable for me to settle my client's orders, this kind of business allows me to work from home. That is why I chose my home to start my small business as my starting point.