



اَبُو بَكْرٍ سَيِّدِي تَسْكُو لَوْ كُنَّ مَلَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



DELILA FASHION STYLE

<https://www.facebook.com/Delila-Fashion-Style-103823771842961/>

FACULTY OF HOTEL & TOURISM MANAGEMENT

HM2412A

SUBMITTED BY

DZULAIKHA BINTI DZAHAR

2020495556

SUBMITTED TO

SIR MUHAMMAD FAIRUZ BIN JAMIL

SUBMISSION DATE

20 JULY 2021

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EXECUTIVE SUMMARY

This business is named as Delila Fashion Style with a slogan 'Simple yet Fashionable' and owned by Dzulaikha binti Dzahar. She is currently a student of Bachelor Science (hons.) in Tourism Management. Due to the current Covid-19 pandemic, she and her high school classmates are now trying to earn a living while still on online distance learning. So, they came up with the idea and decided to create a partnership business called Delila Fashion Style via using an online platform.

Since many women seeking comfort in their clothing, they chose to produce something that looked simple and comfy yet is well-liked by all people which is Muslimah Blouse. They also tried to identify what type of cloth material is most comfortable for all women out there to wear and they have also managed to perform surveys with people of different ages and weights to confirm the accuracy of their observations.

Delila Fashion Style are come with a variety of blouses such as Luna Blouse, Ratu Balqis Blouse, Qalam Blouse, Amna Blouse and Maryam Blouse. These blouses have received many positive feedbacks from their regular customer and their business also got an encouragement and supports from many people including their family and friends.

PERSONAL PROFILE

BUSINESS PROFILE



DZULAIKHA BINTI DZAHAR

Personal Information

Name	: DZULAIKHA BINTI DZAHAR	Phone/Mobile	: 01127394346	Edit
New Identity Card No.	: 001231010420	Home Address	: 55, JALAN INTAN, TAMAN MAHARANI	
Email Address	: dzulaikhadzhr@gmail.com	District	: MUAR	
City	: BAKRI	Postcode	: 84000	
State	: Johor	Personal Instagram	: instagram.com/dzulai khadzhr	
Personal Facebook	: facebook.com/dzulaik hadzhar	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information

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PERSONAL PROFILE

BUSINESS PROFILE



DZULAIKHA BINTI DZAHAR

Company Name	: Delila Fashion Style	Company Registration No.	:	Edit
Type Of Business	: Enterprise	Business Role	: Product Owner	
Facebook Page	: https://www.facebook.com/Delila-Fashion-Style-103823771842961/	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	:	Business Instagram Page	: https://instagram.com/dzulaikhadzhr?utm_medium=copy_link	
Marketplace	: None	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	: No	

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Available Contest

2. Introduction of Business

2.1 Name and Address of Business

Delila Fashion Style is owned by Dzulaikha binti Dzahar and her two bestfriend, Nur Amira and Nurhanis Maisarah, with the slogan “*Simple yet Fashionable*”. This business is located on Lot 55, Jalan Pesta 1/2, Taman Tun Dr Ismail, 84000 Muar, Johor.

2.2 Organizational Chart

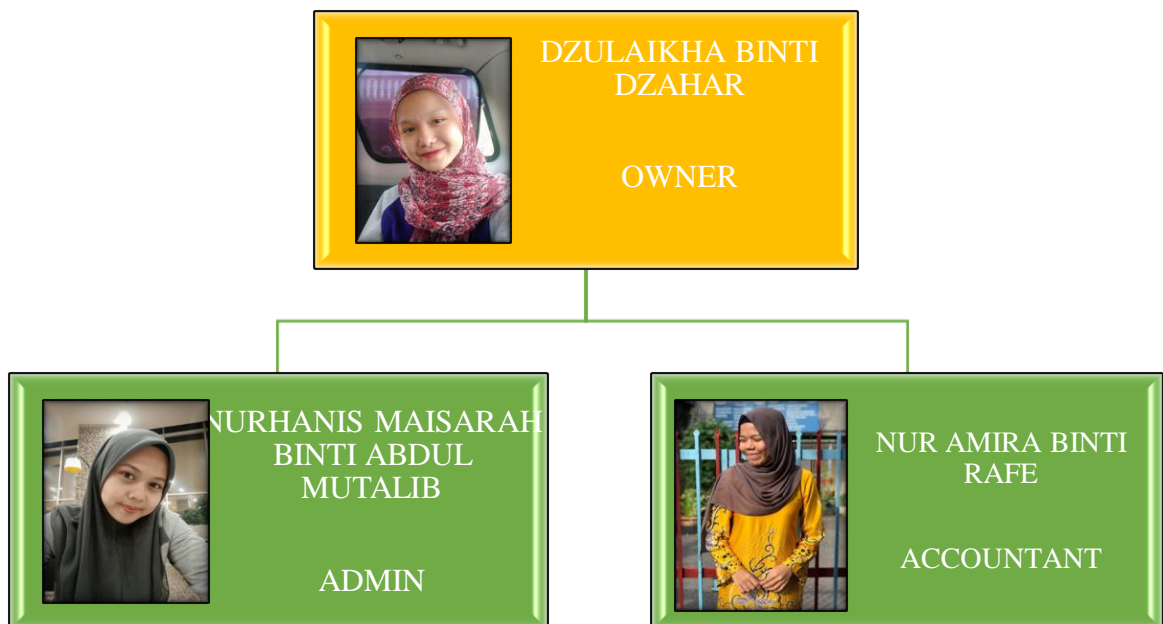


Figure 2.2 Organizational chart of Delila Fashion Style