



UNIVERSITI
TEKNOLOGI
MARA

ENT 530: PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: ELLOHIJABS

NAME: RABIATUL ANISAH BINTI SABIHAN

STUDENT ID: 2020983047

GROUP: ENT530Z

NAME OF LECTURER: MADAM SITI ZAITUN SADDAM

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Acknowledgement

In the name of Allah, who gives us a good health through our body and mind to gain knowledge for us to accomplish this report despite the current situation that we have been face right now. This task is been called as Social Media Portfolio in the subject ENT530 (Principles of Entrepreneurship) which is required student developed their skills on promoting and doing marketing in order to promote their product in some elements such as hard sell, soft sell, and teaser.

Through this opportunity, I would like to express my gratitude to my lecturer, Madam Siti Zaitun Binti Saddam who guide us through the semester on how to complete our social media portfolio by providing the guidelines and always giving feedback to her students about the poster. She will always ensure that all the students receipt the right information so that we are on the right track to do the assignment.

Then, I would like to give a token of appreciation to all my friends and family who is always beside me to give moral support and advise to complete on my task since it's require a skills in order to make a poster and post on my social media to promote the product.

In conclusion, I am really grateful to have these people and also my lecturer around me who is really gives a good supporting system to me despite we are currently face a hard situation due to pandemic Covid-19.

Executive Summary

Ellohijabs by Rabiatal is one of the business that involved in apparel field by selling a shawl or hijabs through an online platform Facebook which is can be found by searching “Ellohijabs by Rabiatal”. Our business has provided affordable shawl with high-quality material to our beloved hijab lovers out there who is keep supporting us since the beginning until our business has been growth smoothly.

Ellohijabs is owned by Rabiatal Anisah binti Sabihan as sole proprietorship, the brand “Ellohijabs” is coming from the owner itself from the base word “Hello” as a greeting phase before continuing with our intention. For “Ellohijabs” is a short-form of “Hello, I want to buy hijabs” and it sound more cheerful to hear it from our customers.

Since the beginning, our first target market is a woman who is in range age between early 15 years old until 50 years old and we also encourage and appreciate if any man want to purchase our product as a gift for their beloved friend or family members and we are ready to give consultation and recommendation to choose a shawl which is suitable for them if our customers needed it.

Then, Ellohijabs by Rabiatal also accepting request if our customer want to buy our shawl in bulk and we will usually give a promotion price and discount to the customer as a token of appreciation of their purchase. There is some customer who is buy in bulk for their friend and family members, and planning to wear it together on their special event such as family gathering or wedding event.

In order to keep our current customers, we are promised to give the best price to our customers with a high-quality material and also Ellohijabs planning on give more option on design and range colour of the shawl to our customers. The owner itself has made some research on to find a suitable supplier that can cope with the requirement and keep a good relationship with the current supplier.

Since we are currently in pandemic of Covid-19, the business is only be held through online platform which is a better choice to support a government rules to reduce any human interaction face-to-face in order to stop the spreading of the virus. The owner had used such an interesting poster through soft sell and hard sell in order to promote the product and catch customer’s attention and us will keep improving to keep a good relationship with current customer and also our upcoming customers.

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2.0 Introduction of Business

2.1 Name and Address of Business



By the name of ElloHijabs is a combination of Hello + Hijabs but I make it simpler and cuter by using only Ello + Hijabs. Ellohijabs is also a phrase for “Hello, I want to buy a hijab” therefore, whenever customer contact me through whatsapp or direct message on our Facebook it will feel welcoming. Ellohijabs also use trademark of “Try it, wear it, Feel it” on our Facebook cover. The purpose of choosing that trademark is we want to encourage and persuade our customer to at least to try and wear our shawl and then they will feel great about it.



Ellohijabs by Rabiatul is located at Lot 6787 Kampung Baru 1 Batu 7 Jalan Kebun 40460 Shah Alam which is near SMK Jalan Kebun as the main landmark in these areas. It takes only 20minutes from our location to Pusat Bandaraya Shah Alam.

Our business hour is start from 10:00am – 6:00pm for parcel posting matters and our customer can order and purchase our shawl through our official page in Facebook and we will post it right away. If there any order that past our business hour, we will post the parcel on the next day to ensure customer satisfaction and build a good relationship with customer.

Due to current situation in pandemic Covid-19, Ellohijabs only received order through online platform and did not manage to open any outlet or booth since there will be a restriction in MCO. Through online platform, we manage to work anytime and anywhere to completing our customer demands.