



اَوْنِيُوْ سِيْتِي تِي كُونُو لُو كِي مَبَارَا
UNIVERSITI
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MARA

FACULTY OF BUSINESS AND MANAGEMENT, UiTM PUNCAK ALAM

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

TITLE :

SOCIAL MEDIA PORTFOLIO : HEELADINA



PREPARED BY :

NURUL ADLINA BINTI MOHAMMAD NORHAN (2020822526)

GROUP :

ENT530Z

PREPARED FOR :

MADAM SITI ZAITUN BINTI SADDAM

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Thank you.

EXECUTIVE SUMMARY

Heeladina is a brand that sell various types of women scarf for example shawl, square scarf (*bawal*), and inner snow cap. Heeladina also come out with unisex oversized knitwear that is suitable to be wear by women and also men. All products from Heeladina are very high in quality and we are focusing to give the best products in term of material to increase our customers' satisfaction. Our business is based in Malaysia and we have only one outlet that become our packing area that we decided to open at Ampang Jaya area in Selangor.

Heeladina was started in the end of the year of 2020 and operate the business fully at home with no physical store or any physical outlet. Heeladina also operate an online shopping platform using a Facebook (FB) page which is Heeladina – By Nurul Adlina Binti Mohammad Norhan to make all the customers peacefully placed their order and making payment with a simple way. In the early of 2021, Heeladina lease a store to make it easier to operate the business in term of packaging the product that will be ship to the customers as from time to time, the business getting more customers and widely known to our customers and in Malaysia.

TABLE OF CONTENTS

NO.	ITEMS	PAGE
1.0	Go-Ecommerce Registration (Print Screen)	1 - 2
2.0	Introduction of Business 2.1 Name and Address of Business 2.2 Organizational Chart 2.3 Mission and Vision 2.4 Descriptions of Products / Services 2.5 Price List	3 - 5
3.0	Facebook Page 3.1 Creating Facebook (FB) Page 3.2 Customing URL Facebook (FB) Page 3.3 Facebook (FB) Page – Teaser 3.4 Facebook (FB) Page – Copywriting (Hardsell) 3.5 Facebook (FB) Page – Copywriting (Softsell)	6 - 16
4.0	Conclusion	17

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Name of Business : Heeladina

Address : 3-09, D’Pandan Business Square, Jalan Avenue 3,
One Ampang Avenue,
68000 Ampang Jaya, Selangor.

2.2 Organizational Chart

Heeladina – By Nurul Adlina Binti Mohammad Norhan is a sole proprietorship business because we start-up this business in a small form and the owner operate the business with only one staff. Thus, our business’ organizational chart only consists of one owner of Heeladina and also one staff to help in handling the business’ activities.



Owner/ Manager
(Nurul Adlina)



Staff