



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY**

**ENT 530**

**PRINCIPLES OF ENTREPRENEURSHIP  
SOCIAL MEDIA PORTFOLIO**



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Therefore, I also hopes the next day when the world is healing, my classmates, lecturer and I can meet again after only have met up and learning sessions via the electronic platform (Online Distance Learning) for this whole semester. I also hope the task given can highlight for better and useful skills at my future.

## **EXECUTIVE SUMMARY**

Fareha Hijab is one of Malaysia online Hijab brand with trademark of “Bawal Anti Kedut”. This online Hijab brand was launched on 2016. The Hijab that Fareha provides are refers on three types of elements which is simple, contemporary and as well as modern. In addition, Fareha Hijab also very well known as its easiness to wear other than it is ironless types of materials.

Other than that, Fareha Hijab was launch by a 31 years old lady who’s name is Nurul Fareha binti Anuar or well known as Cik Fa. The first ever Fareha Hijab was being started is only by using online platfrom (Facebook). Facebook was her main focus in promoting this Hijab. More interesting, Fareha Hijab gain many customers after they decorate the design that full of patterns. Fareha Hijab motto is “bawal anti kedut” which by that means, their hijabs are ironless and very easy to wear especially during the travel. Even Fareha Hijab provides a premium quality for every of their Hijabs, the prices are still really affordable compares to another hijab brands.

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## 2.0 INTRODUCTION OF BUSINESS



- Name and Business Address

The business name is Fareha Hijab. The name Fareha is from its own owner “Nurul Fareha binti Anuar.” This business is held online and the agents are all around the country.

- Organizational Chart



**SITI NURNATASHA BINTI KAMARUDIN**

(Agent of Fareha Hijab)

- Mission and Vision

**Mission:**

To make sure the customers get the premium quality of hijabs despite the affordable prices as well as make the customers feels easier to wear the hijabs without the need to iron it first. Other than that, it is also important to make sure Fareha Hijab business always growing and be more familiar to everyone at the future.

**Vision:**

Fareha Hijab will always be the first hijab fashion brands among the hijabists.