FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF GUSINESS ADMINISTRATION (HONS)

HUMAN RESOURCES MANAGEMENT (BA243)

COURSE:
PRINCIPLE OF ENTREPRENEURSHIP

ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO: SYUFA OWLWEAR
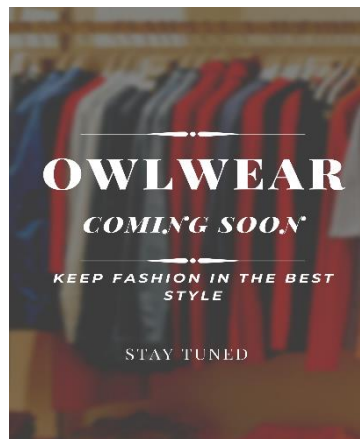
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ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to ALLAH S.W.T as I successfully completed the social media portfolio report by his guidance and blessings.

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Then, I would like to thank Universiti Teknologi Mara (UiTM) Selangor, Kampus Puncak Alam for giving us, as students to carry out this entrepreneurship assignments and make this subject as part of our syllabus to acknowledge business education.

Last but not least, I would like to thank all my colleagues and everyone who has been involved and contributed directly and indirectly in my assignment project as they have demonstrated their effort and initiative so that I can finish up this social media portfolio report with successfully and on time submit.

EXECUTIVE SUMMARY

SYUFA OWLWEAR is the combination between my name and my friend name because my friend is the owner of this business and I just her business partner. On the beginning, we started this business just for fun because at that time we feel like wanted to try something new. Furthermore, we feel so bored staying at home without doing anything. SYUFA OWLWEAR provide all kinds of clothes such as knitwear, blouse, and Muslimah Clothes. We offer affordable price to our customers based on what clothes that they prefer to buy that they think suitable for them.

Our target customers are a group of people who really like knitwear, blouse, and Muslimah Clothes at a lower cost and need any option of different colours and style so they can make their own choice, so it will meet their preferences. We give a best service to our customer so that, they will feel satisfied with our performance.

We started our business in March 2018, which we give a long thought on what we should sell for our business. Then we make a Go-Ecommerce registration. We started our business with selling knitwear, blouse, and now we only focus on selling Muslimah Clothes. We offer an affordable price to our customers. Our slogan which is "KEEP FASHION IN THE BEST STYLE" means, although we wear a cheapest and normal style, but we still can keep it with the best style that we like. So, most of our customer satisfied with our service.

At the moment, SYUFA OWLWEAR only owned and work by my friend, Nur Fatin Syamimi bt Mohd Zaid because I could not help her yet due to I further my study, and I will help her in business during semester break by promoting our business and being her business partner. It is my dream to run a business with her as our part time hobby. Before I started using FACEBOOK as our platform, we are using WhatsApp story, Instagram and Shoppe as our platform to attract online customers by posting and promote our business.

Using FACEBOOK platform, we can promote SYUFA OWLWEAR by doing teaser post, soft cell, and hard cell as our sale postings, so we can attract more customers to visit our store in FACEBOOK Pages and Shoppe.

TABLE OF CONTENT

2.0 – INTRODUCTION TO BUSINESS

2.1 – NAME AND ADDRESS OF BUSINESS

The name of the SYUFA OWLWEAR are combination of my name Syuhada and my friend, Fatin. OWLWEAR is an idea from Fatin because she is the owner of the business. Our purpose in choosing this name because it shows that us as a business partner and Fatin pick the named of OWLWEAR pas she like the named and it looks great and style. SYUFA OWLWEAR is located at **S53/1565 SP Permaisuri, Taman Perumahan Dermit Off Jalan Kubang Kerian, 16150 Kota Bahru, Kelantan.**

Our works usually will be involving with ordering new stock, promoting our product on social media, replying message from customer, and checking order in Shoppe. This kind of works allow us to work from home and also anytime and anywhere would be convenient for us in completing our customer's demand. This is why, we decide that Fatin home as a starting point to open up our business due to I continued mu study and Fatin just had finish her degree in Universiti Pendidikan Sultan Idris (UPSI).

2.2 – ORGANZIATIONAL CHART

NUR FATIN SYAMIMI BT MOHD ZAID FOUNDER AND OWNER OF SYUFA OWLWEAR

- Graduated from University Pendidikan Sultan Idris (UPSI), Tanjung Malim, Perak, in Bachelor's Degree in Education (Geography) With Honors)
- Graduate from SMK Tengku Mahmud 1, Kampung Raja, Terengganu in STPM.
- Expert in using all kind of editor apps and Adobe Software
- Able to work under pressure
- Hardworking person and friendly