



اَوْنَبُوْ رَسِيَّتِيْ تِيَكُوْلُوْ كِيْ مَارَا  
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MARA



## SOCIAL MEDIA PORTFOLIO

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO**

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## EXECUTIVE SUMMARY

Firstly, for this social media portfolio assignment, I decided to choose my own company which is Ain Hq by Ains Empire. In this report, I provided the company information, where I explain the name and address of the business, organizational chart, mission and vision. Ains Empire who are owned by myself, Nurul Ain Shafikah Binti Mohd Nor Azri sell scarf which is “Bawal” type. The business was run from July 2020 until now. I do the business through social media which is Instagram.

Besides, I also creating Facebook (fb) page for my company. Facebook is one of the social medias that is a good platform that can reach more customer and always been using by people daily. It also will give benefit which can make people realize of the existence of my company. Next, I also customizing the URL Facebook (fb) which is a customizable part of my web address and also known as username. It is also easier to share verbally and remember because the URL is shorter and do not include random number and code. Furthermore, there are also teaser which can introduce my new product to the customer. There are seven teasers including in this assignment. Next, there are also copywriting which including 16 hard sell and 16 soft sell of my product. A soft sale is a strategy to persuade a customer to buy a product or service that is done in an indirect way while a direct approach to ask for the sale is known as a hard sell. There are also graphic for online marketing which can grab my viewers' attention.

From the Social Media Portfolio (SMP), as the owner, I can easily create the Facebook page, customizing URL Facebook page and learn on how to design the teaser, hard sell, soft sell and graphic online marketing. I also can practice and recognize what areas can be improved for my company which is Ain Hq by Ains Empire to be more successful in many years to come.

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# INTRODUCTION

The name of the business is Ain.Hq by Ains Empire which is located at Kuantan, Pahang. The full address of the business is No B8, Jalan Im2/5 Bandar Indera Mahkota 25200 Kuantan Pahang. The strategic location is very easier for me as the owner to promote the business and also send the parcel for online order.

The mission of Ain.Hq by Ains Empire is to produce uniquely scarves to fit every women's needs, as each woman has her own distinctive style especially Muslimah's with a passion for fashion. The vision of Ain.Hq by Ains Empire is to become one of Malaysia's top scarf brands, supplying a quality, trendy, and stylishly minimal designs to customers primarily in Malaysia and also worldwide through the strong online presence.

Furthermore, Ain.Hq is my first business that sell scarf which is "Bawal" type. It is called "Bawal Efa" which is made from cotton material. It is very easy to wear and keep in a good awning. Next, it is a wide size which is (50x50inch) that is suitable for Muslimah. Besides, it has variety of colour which consist of 20 colour. The colour is very nice and suitable for any type of face and skin colour. The packaging of every bawal is in the ziplock bag which is very nice and suitable to give to someone especially as a gift. Lastly, each bawal has an acrylic label tag which look nice to wear.

Moreover, the price of each bawal is RM23 and also special price for combo set which is buy 3 for RM50. I will also offer sale such as Opening Sale which RM17 only for each scarf. The price is also affordable especially for student that want to use Bawal with wide range but at the same time cheap.

## ORGANIZATIONAL CHART

