



اَبُو سَيِّدِي تَيْكُونُ لَوِي بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

SOCIAL MEDIA PORTFOLIO



ENT 530: PRINCIPLES OF ENTREPRENEURSHIP

FACULTY@ PROGRAMME: FACULTY OF FILM, TEATER AND ANIMATION

SEMESTER: 4 (2020/2021)

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ACKNOWLEDGEMENT

‘ ‘ in the Name of Allah, the Most Beneficent, the Most Merciful. All the praises and thanks be to Allah, the lord of the ‘Alamin (mankind, jinns and all that exist) ‘ ‘

First of all, I would like to thank Allah SWT and HIS messenger, Prophet Muhammad SAW. This is because of HIS blessing. Maybe for me to complete this task. And finally I managed to complete this social media portfolio for Haydascarf hijab scarves successfully. All the time spent searching for ideas as well as allowing theoretical clues to drive output was worth my time and effort. God willing.

Therefore, I would like to thank the individuals who have guided me in creating this project. First, I would like to thank my Entrepreneurship Principles lecturer Puan Norfazlina Binti Ghazali. He has guided me how to complete this assignment. Each week in class, she always reminds and gives guidelines on how to find information about this assignment. Then, thanks to my friends who have helped and shared ideas with me. They also gave me support and advice.

Finally, thank you to my parents Halbi Bin Abd Halim and Nafisah Binti Sulaiman who always prayed for me, financial support and gave me time to listen to my problems. They also gave me the idea to sell a product which is a Haydascarf hijab.

I hope my assignment is completed and will be accepted. I hope my efforts are worth it. Thank you.

EXECUTIVE SUMMARY

In this subject which is the Principles of Entrepreneurship (ENT530), I need to do a report which is a report on the Social Media Portfolio. This report is an individual project in which each student has to set up a real entrepreneurial business and its own structure.

For me, I choose to sell Haydascarf hijab scarves as my product because my target market is working people, housewives and others. To own a legitimate business, I need to register my real entrepreneur business with Suruhanjaya Syarikat Malaysia (SSM). When SSM has approved my business, so my business is valid and I can perform my business legally. In this subject, I also need to use platform by utilizing Facebook (FB) for marketing purposes. By utilizing Facebook (FB) for marketing purposes, I need to address the content of creating FB pages, making URL Facebook page, teaser post, ways to sell the product which is hard or soft sell and the frequency of posting. After that, I also need to register on the eUsahawan Portal (eusahawan.mdec.my). This is because I need to update my sales daily on the portal. Lecturers can monitor my sales on the portal.

Haydascarf hijab is a dropship business owned by founder Madam Aida Rosli where it was established from PT 490 Ground Floor Lembah Sireh, Bandar Kota Bharu, 15050 Kota Bharu, Kelantan. Haydascarf hijab offers prices that provide high satisfaction for customers who buy Haydascarf brand headscarves.

Haydascarf hijab customers are regular friends who buy scarves and people around Hana are also supportive in buying these scarves and others. The marketing strategy is to emphasize the quality and price of the Haydascarf hijab scarves set. So, I developed a marketing strategy that attracted customers to buy Haydascarf hijab scarf products. In fact, in marketing using social media that is Facebook. Haydascarf. I also accept online payments and cash payments.

In short, I believe that this business can earn more profit because this product is suitable for all customers to buy it because Haydascarf hijab scarf is very anti -wrinkle and comfortable to wear and the color is very attractive to many.

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Introduction of Business

Name of the business	Hana Haydascarf
Address of the business	PT 490 Ground Floor Lembah Sireh, Bandar Kota Bharu, 15050 Kota Bharu, Kelantan.
Mission	<ul style="list-style-type: none">• Provide the best service for customers.• Making Haydascarf as the only supplier and center of the best exclusive scarves with design patterns that are always modern and up-to-date.
Vision	<ul style="list-style-type: none">• To make the Haydascarf hijab a priority branded hijab for malaysian women.• To be among the most popular and necessary for every woman who cares about elegant appearance, polite and stylish.
Organizational chart	<div data-bbox="948 1150 1341 1570"></div> <p>NURUL HANA BINTI HALBI</p> <p><u>SELLER OF HANA HAYDASCARF</u></p>