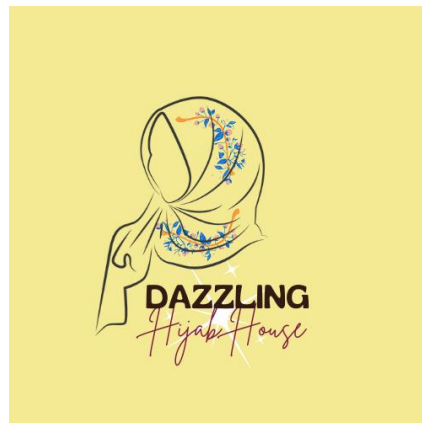




اَوْنُوْرَسِيْتِي تِيْكُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

DAZZLING HIJAB HOUSE



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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Alhamdulillah, praise to Allah SWT for giving me the ease to complete this task. I am lucky to be given the opportunity in learning and completing the social media portfolio assignment and finished it in exact given time where it does give me the experience in managing online business.

First and foremost, I would love to thanks our ENT530 Lecturer, Madam NorFazlina binti Ghazali for guiding us from the start of the semester until the end. Throughout quite a few consultations along with the good guideline I manage to complete this assignment. Apart from that, thanks to my fellow classmate and friends who always motivate me and give advice. They do help me a lot in completing this assignment without them I might be miserable and lost.

EXECUTIVE SUMMARY

Dazzling Hijab House offers high quality hijabs. Dazzling Hijab House only focuses on selling chiffon material hijab. Dazzling Hijab house sells its product at reasonable and affordable price with a different design with other hijabs sellers.

Dazzling hijab house targeting low and middle class local customers where the products offered are at lowest price. Every design of the hijab we offer only at a one fixed price. Due to the pandemic, we decided to begin our business fully online where it began on 1st of March 2021. At first, we started on introducing a new collection that has about 10 elegance designs only and every month we add more designs.

We have made a lot of sales through our first collection posted on Facebook page and we are expecting the demand for the products will increase by offering some sales and postage discount. Until the end of the year, we are targeting to introduced 5 mores new collections for our beloved customers and for the next year, we will launch new design every month which about 20 designs per collection.

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2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS INFORMATION

We have made a lot of sales through our first collection posted on Facebook page and we are expecting the demand for the products will increase by offering some sales and postage discount. Until the end of the year, we are targeting to introduced 5 mores new collections for our beloved customers and for the next year, we will launch new design every month which about 20 designs per collection

We named our business as Dazzling Hijab House which is to show our business products only focus on selling hijabs. Dazzling Hijab House means that we only offer hijabs that can make our customers dazzle every single minute. It also means that whoever buys our hijab will be dazzling whenever they wear it because we only sell the best designs. Our main products which are printed square scarves or called bawal are suitable to be worn by girls and women between the age of 10 years old until 60 years old. The design is suitable regardless of age.

From the Dazzling Hijab House logo, customers will immediately understand that we sell hijabs only because of the icon in the logo. The icon in the logo is decorated with a few floral patterns to indicate that we only sells printed hijabs and offers no plain hijab



Figure 2.1 Dazzling Hijab House official logo

Dazzling Hijab House premise are located at the shop lot in KOMTAR Penang building where it is quite busy place which government servant always do some window shopping there. Apart from that, our business starting the operation on Monday until Friday at 9:00 am to 5:00 pm .