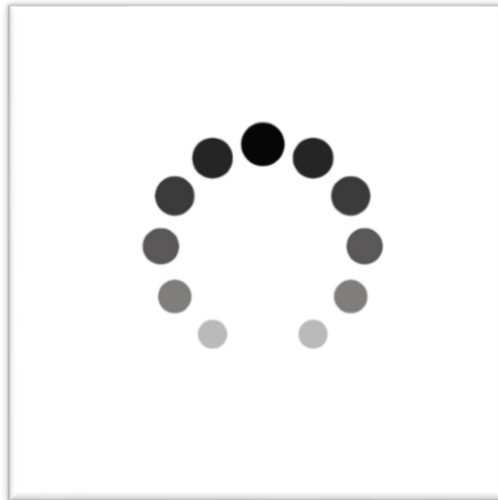




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UNIVERSITI
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SOCIAL MEDIA PORTFOLIO

SOLOMONS TASBIH



PRINCIPLES OF ENTEPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF HOTEL AND TOURISM
MANAGEMENT (HM241)

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Acknowledgement

Alhamdulillah, all praise to Allah SWT, for I was finally able to complete my assignment (ENT530), which was the Social Media portfolio that our entrepreneurship lecturer assigned to us, with Allah's blessings. Through this task, I've learnt a lot about business, such as how to use go e-commerce, how to create a Facebook page, how to update sales, and how to conduct various business studies. Even though there were a few issues while working on this assignment, alhamdulillah I was able to complete it successfully.

Aside from that, I'd want to express my gratitude to Madam Norfazlina Binti Ghazali, for her guidance and assistance in completing my social media portfolio. She had given me and my friends many valuable ideas and advise on how to keep track of and manage this Social Media Facebook platform effectively. As of now, we are in MCO due to covid-19, and we need to stay at home. A particular thanks to my parents and siblings, who constantly push me to accomplish my assignment first and provide assistance.

Finally, I'd want to thank all of my friends and followers who continue to support me in my venture. I realised that without the support and assistance of all of you, our business would not go anywhere and would not be able to grow.

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Executive summary

Solomons tasbih is a sole proprietorship recognized as a pure play business since their products are available through online platforms. The main objective of this business is to empower small and local businesses in strengthen our economy. Tasbih is a very unique and modern product that should be introduced to the target market.

The target customers among all level of ages especially to men, women and hijabis. We provided Muslim prayer beads in a range of different colours, with customisable names, at a reasonable price, and with a highquality product in the market. This is because the general manager sees a market opportunity in which selling this product will make a significant contribution.

Furthermore, Solomons Tasbih began operations in 2019 and is still quite new in the industry; nevertheless, since they start, their products have nearly sold out, and it takes time to restock the materials and beads required. In order to preserve the quality of the beads, the business consistently uses the same supplier.

According to the customer reviews, they gave positive feedback about the products, which encouraged them to place another order, particularly for Tasbih and Pearl Mask Extender. The Solomons Tasbih also plans to grow into the worldwide market and reach out to other Asian countries like as Indonesia and Brunei in order to improve brand awareness and sales. The Solomons Tasbih business has the potential to expand further after receiving an order from the East African country of Mauritius.

2.0 INTRODUCTION OF BUSINESS

2.1 BUSINESS NAME AND ADDRESS

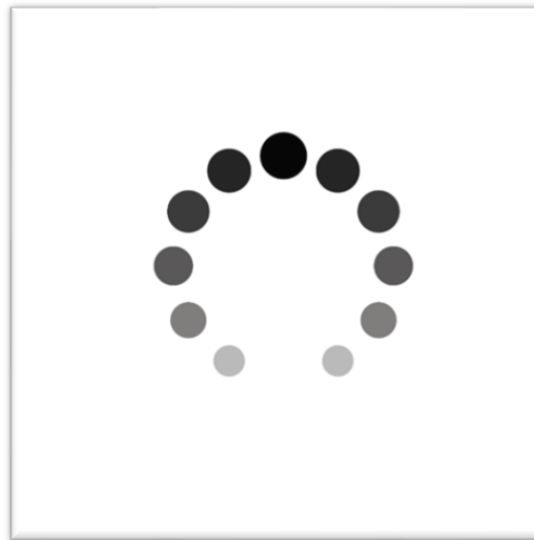


Figure 1.1 : Logo of Solomons Tasbih

Solomons Tasbih is a business name that was decided by the general manager based on the main product. The Solomons Tasbih name was inspired by the story of Prophet Sulaiman (AS) his trials of wealth and worldly success. The Prophet Sulaiman (AS) was one of the prophets who was rich and was granted a glorious kingdom to rule. The Solomons Tasbih is a home-based business that operates at home and has been operating since 2017. She wants to start this business, besides she had an interest in accessories because she wants to provide a unique and modern Tasbih compared to other businesses. In addition, when Covid-19 hit in the year 2020 during the MCO, people started to wear a mask for their daily routine. From that, the general manager has seen the opportunity to develop a new product, a mask extender.