



اَوْنِيُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

CAMPUS PUNCAK ALAM

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

NAME

AZLINAH BINTI AYOB

(2019253772)

CLASS

ENT530N

PREPARE FOR

MADAM NADIAH MAISARA BINTI ABDUL GHANI

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First of all I would thank to God as finally I was able to finish this assignment that have been given by my lecturer to me. This task had been done with all the afford even through there had the lilted bit problem that happen while doing this assignment. Luckily, all the problem can be settle down and I am able to adapt properly and wisely.

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EXECUTIVE SUMMARY

Haiscarf provided product which is scarf for their customers. Haiscarf offering affordable prices with different materials of scarves. Our target customer is women with all range of age because all scarf are suitable for all ages. We also target the women that finding the comfortable and quality scarf with affordable prices. Haiscarf objective is to sell their scarf for all women either she has higher or lower income.

The marketing strategy that is used in Haiscarf is the prices are more cheap than other scarf shop but still have premium quality and also the packaging of scarf are different from others and with one purchased the customer will get free gift. Buy more and you will get more free gift.

Haiscarf are owned by Azlinah Binti Ayob as Chief Executive Officer (CEO) and has two Chief Operation Officer (COO) which is her family member Nurul Husna and Izrul Syafiq and also four workers. Haiscarf use Instagram, Facebook, and Whatsapp as their online platform to attract more customer and generate more sales. They delivered orders by postage and cash on delivery.

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2.0 INTRODUCTION OF BUSINESS



Haiscarf is involved in selling of scarf. We offer the premium quality for all our scarf and selling it with affordable price. Haiscarf objective is to sell premium quality with affordable price for all customer wether her has high or low income. Haiscarf want all women call buy their scarf.

Haiscarf is own by Azlinah Binti Ayob. The business started on 20 April 2017. Haiscarf is online business, therefore, it uses online platform which is Instagram, Facebook, Shopee and Whatsapp to connect with the customer. Their target customer this women in all range of age, either has high or law income and love scarf fashion.

Haiscarf provided delivery for women that stay around Port Dickson and postage for nationwide. Customer that choose delivery will charge RM 3 and for postage RM 9 per kilogram. The orders will delivered through J&T Express.

2.1 Name and Address of Business

Name of Business : HAISCARF

Business Address : No. 471, Jalan Intan Duyung, Taman Intan Duyung, 71050 Port Dickson, Negeri Sembilan.

Email Address : Haiscarf204@gmail.com