



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BBA (HONS.) OPERATIONS MANAGEMENT
DEPARTMENT OF TECHNOLOGY AND SUPPLY CHAIN MANAGEMENT
BA244

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP (ENT530N)
INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

The business for this project is namely, Mairaposa with its trademark 'Young, Modest and Trendy'. It was started on 29th March 2021 in Facebook Page. Mairaposa produce a popular headwear specially made for hijabis which are hijabs. We produce various types of hijabs as our main product with snowcap and hijab accessories as our side product. We produce a various types of hijab as our main product, meanwhile snowcap and hijab accessories as our side product. Our top priorities for the business are customers' comfortability as well as their satisfaction towards our product and the quality of the materials that we use in producing the best hijab in town with affordable price.

Based on the customers' review, our products have the best quality among other hijabs in the market as it suits their preferences and can achieve the comfortability. Most of the customers repeating their order by making a purchase on various materials of hijab or the same hijab but different colour. Our hijabs also like by many due to our most affordable price but exclusive headwear for hijabis. Furthermore, our customers are not hijabis alone but most man also grab their chance to purchase our product as gifts to their partner or family members. Hence, it can be seen that our products provide a good insight for the continuation of sale to my customers.

Since our first launched product, hijabforyou by Mairaposa was sold for more than 150 pieces of hijabs with different colours. The increasing number of demands for our products has resulting to a good profitable sales revenue to our business. Thus, it shows that our product; precisely hijab is a good marketable product of choice that can be further expanded to many different areas as the business keeps growing.

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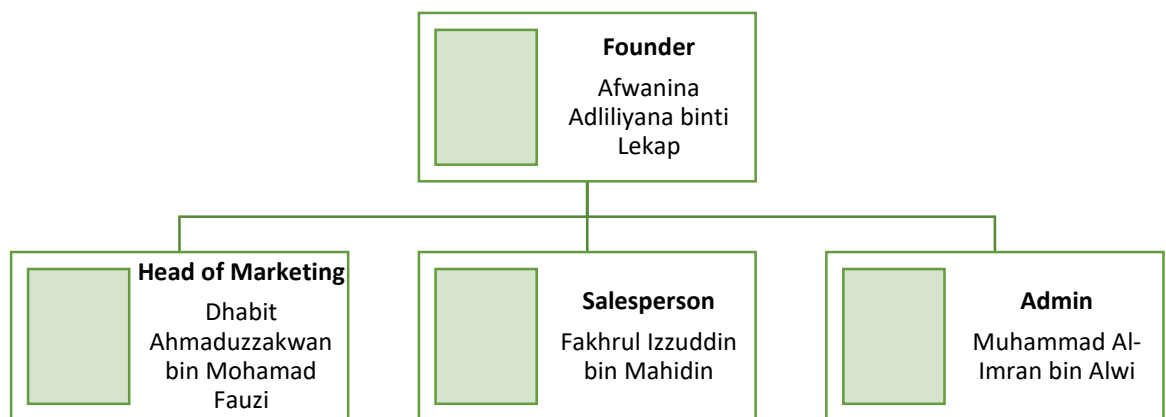
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2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

The business is namely Mairaposa with its tagline; 'Young, Modest and Trendy'.
The business is located at No. 8, Lorong 1B, Tiang Soon Height, 96100 Sarikei, Sarawak.

2.2 ORGANIZATIONAL CHART



2.3 MISSION AND VISSION

MISSION

To make our products known not just in Malaysia but worldwide and make it as the best and most preferred hijab by our customers.

VISSION

To make people feel satisfied and comfortable with our hijab as their chosen go-to hijab and be the leading hijab companies locally or worldwide.