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BA243

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**PRINCIPLES OF ENTREPRENEURSHIP**

ENT 530

**SOCIAL MEDIA PORTFOLIO**

GLOW.HIJABIS



PREPARED BY:

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## EXECUTIVE SUMMARY

Social Media Portfolio Report is a task about entrepreneurship skills and knowledge that is essential as a business owner. It develops creativity and incorporate new skills since we are required to make soft sell, hard sell, teaser and attractive captions related to our products. These skills will be useful in our future to make us prepared in exploring the world of work.

### **Overview:**

Glow.Hijabis is a Facebook-based online business that has been launched on 10<sup>th</sup> November 2021. Glow.Hijabis is a women's clothes shop that sell hijab for Muslims with a premium quality and variety of colours to be choose. We have two types of hijabs which are bawal and shawl. In our Facebook page, we also provide our customers with hijab tutorials, tips on choosing bawal and shawl, tips on how to shape bawal on point, and also care tips for our hijabs. Moreover, our business also is registered under Masmed Young Entrepreneur (My ENT) and Go-eCommerce programme.

In order to attract potential buyers and increase our sales, we used social media marketing such as generating engaging content on our social media, engaging our followers, and conducting Facebook and Instagram ads. Furthermore, we also maintain good relationship with our customers by providing great service, rewarded our customers with loyalty card and ask for their feedback regarding our service and products to ensure that they have great experience with us.

Since we operate through online, all of our products will be post by courier to our customers. After they have place orders and make payment, we will give them their tracking order number to make it easier for them to keep track of their orders.

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## 5.0 INTRODUCTION

### 5.1 Name and Address of Business

The name of the online business created is Glow.Hijabis. The name is inspired by the word “glow”, which means to shine with a steady light and “hijabis”, which means Muslim women that wears hijab. It is a positive respond that we can created a good vibe while pronouncing Glow.Hijabis.



Figure 5 Glow.Hijabis Logo

**Address of business:** 47-G, Jalan BPS4, Bandar Prima Senawang, 70450 Seremban, Negeri Sembilan

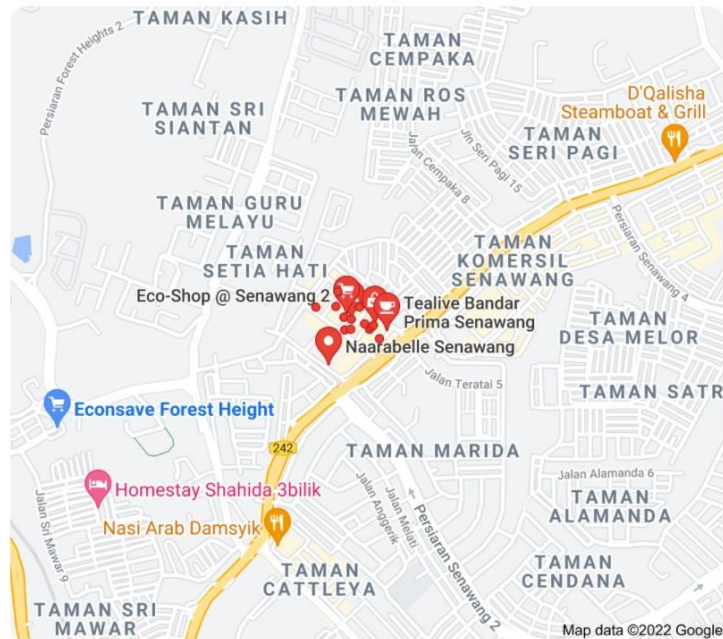
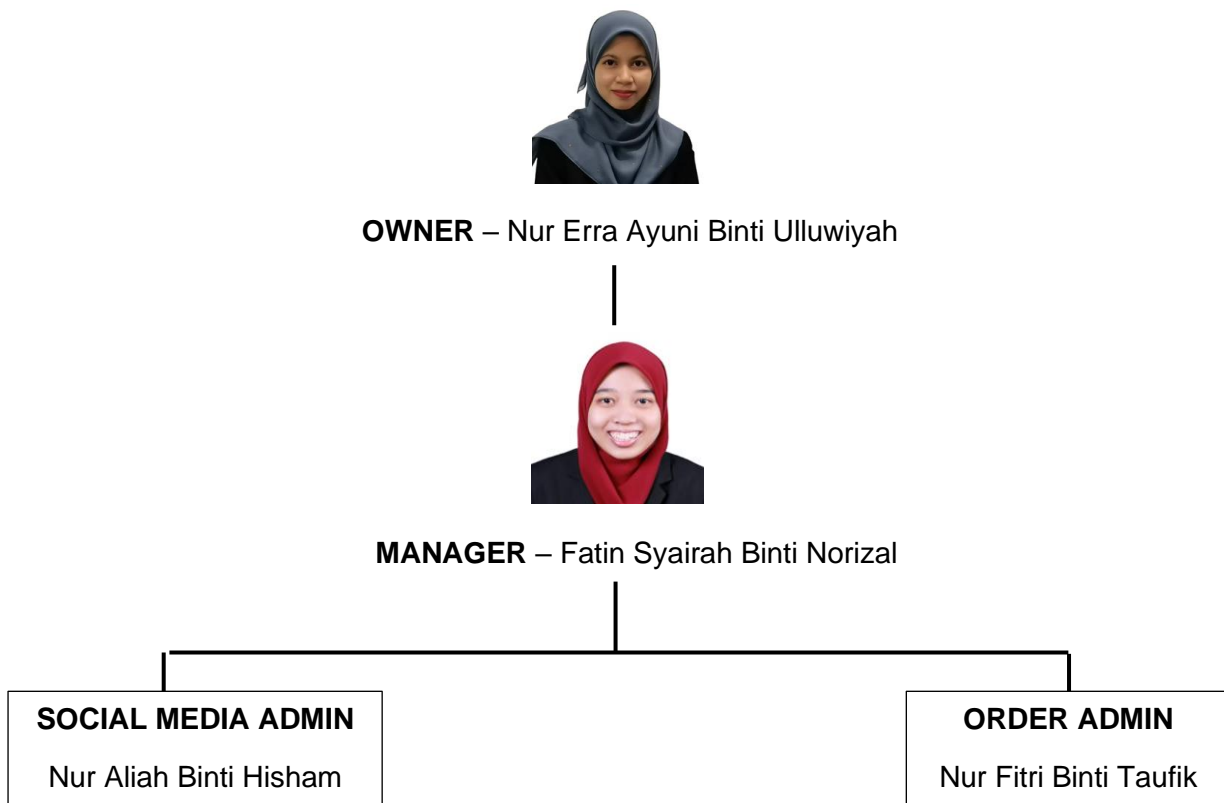


Figure 6 Business' Location

## 5.2 Organizational Chart



*Figure 7 Organizational Chart*

Based on the organizational chart, Nur Erra Ayuni Binti Ulluwyah is the owner of the business. She is in charge of the overall operations of the business. She will be assigning tasks and managing objectives, boosting profits, managing corporate organisational structure, planning, and engaging with other staffs. Furthermore, Fatin Syairah Binti Norizal hold a position as manager. A manager must supervise staff members in a specific department to ensure that it is operating efficiently. She is primarily responsible for recruitment and selecting staff, as well as developing and implementing business plan. She also needs to provide staff and their resources with the required knowledge, instruction, leadership, and support to help them achieve their objectives. In addition, we also have two staff that will help us in handling and packing orders, develop marketing strategy, handling social medias, replying customers' inquiries and many more.