



اَوْنِيُوْزِ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**BACHELOR IN OFFICE SYSTEMS MANAGEMENT
(HONS.)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530):
INDIVIDUAL ASSIGNMENT**



**SOCIAL MEDIA PORTFOLIO:
(ZARABELLE SCARVES)**

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EXECUTIVE SUMMARY

“Unique, Stylish, New” is a tagline for Zarabelle Scarves and “Style with Hijab” clearly represents our product and services to our beloved customers. The main objective of Zarabelle Scarves is to offer a good quality hijab with a variety of designs with affordable prices. We create for people with unique, stylish and new look. Hence, we want to encourage people to wear hijab with Syariah compliance.

Zarabelle Scarves was established on 19th April 2021 using social media platform. We fully used an online platform to sell, promote and market our products. Our targeted customers are for women and students. Our products and services focus on people who want to wear a hijab with an effortless and stylish look. We also offered affordable prices as they can afford to buy. Everyone can choose any design that they like.

We create “bawal and shawl” for our beloved customers with a variety of designs. We also offer gift box surprises for those who want to surprise their loved ones. This is one of our specialities and our marketing to attract more customers to buy our product. From our customer review, we get a lot of positive feedback and our scarves were sold fast. Zarabelle Scarves will prove to thrive more around Malaysia.

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2.0 INTRODUCTION OF BUSINESS

- **NAME AND ADDRESS OF BUSINESS**

(a) *Business name*



ZARABELLE SCARVES

(b) *Address of business*

Our business is located at Bangsar Residences, 136 Jalan Ara, 59100 Wilayah Persekutuan, Kuala Lumpur.

- **ORGANIZATIONAL CHART**

ZARABELLE SCARVES ORGANIZATIONAL CHART

