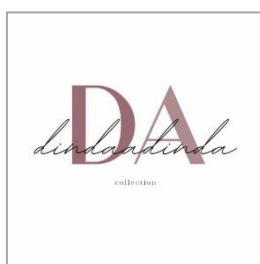




## SOCIAL MEDIA PORTFOLIO

### DINDAADINDA SHOP



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Faculty : BUSINESS AND MANAGEMENT  
Program : BA 242  
Program Code/Class : BA 242 4A  
Course : PRINCIPLES OF ENTREPRENEURSHIP  
Course Code : ENT 530  
Semester : OCTOBER 2021  
Name of the Company : DINDA ADINDA

Group Member :

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Submission Date:

**29 JANUARY 2022**

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## **EXECUTIVE SUMMARY**

Dindaadinda is a business of clothing category that provides hijabs for the ladies located at Ayer Keroh, Melaka. The target of our customer is the Muslim from various segments such as students, employees, and families. Providing the product and delivery services towards the customer and target to achieve the customer satisfaction. The product listed like shawl and *'bawal'*.

We offered the gift surprise box for the customer upon request on any occasions such as birthday, engagement and wedding gift. Providing a nice box and ribbon together with a special card from the request and theme given. All products are affordable with various colour provided for each collection.

The staff that handle the product and posting service are well trained in order to maintain the quality service. Dindaadinda has the potential to be more successful in the future with a good management and efficiency. To aim the best for the future, we provide a comfortable hijab for us to be the first choice in the market. This can be seen in Muslim who wear the product, will have more confidence in public.

## 1.0 INTRODUCTION OF BUSINESS



### 1.1 Name and Address Business

Name of Business	Dindaadinda
Business Address	19-2, Jalan AKP2, Taman Permai, 75450 Ayer Keroh, Malacca.
Email Address	dindaadinda@gmail.com
Telephone Number	011-00000000
Form of Business	Partnership
Main Business	Selling hijab for muslim women and girls
Date of Commencement	2 December 2021
Name of Bank	CIMB Bank
Bank Account Number	-

- **Name of Business**

The name of our online business is Dindaadinda which was inspired by the words of “Dinda” itself which means young sister but in the sweet calling name. While the words of Adinda itself meaning of older sister. By the name of our business, it give a good vibe to our customer which we will treats them as a sisters.
- **Business Address**

Address : 19-2, Jalan AKP2, Taman Permai, 75450 Ayer Keroh, Malacca.  
This address is where our Headquater is located and where we keeps our stock and do other production process. The reason on why we choose this

location is that, in this area it was closes to many kinds of office, other businesses and universities. Besides that, it also a strategic place which near to courier shop and it will make us more easier, faster in delivering cutomer orders and lower cost that will be involved such as cost of fuel.

- Email Address

We are using Google Mail or called as Gmail as a business email: [dindaadinda@gmail.com](mailto:dindaadinda@gmail.com). This email been created for us to focus the email only for business matter and does not mix with personal matters in the email. By using this email, we will be able to look more professional when communicate with our client especially when it came to asking for review from influencer and if there is any collaboration with other brands.

- Telephone Number

Dindaadinda telephone number is 011-0000000 will be used by us for business use such as replying customer Whatsapp, to contact supplier, and contact client. By having this number it will not mix with our personal calls and message.

- Form of Business

Our business form is partnership which consists of two partners in the businness which was Nur Najihah and Nur Faradila Azrin. We decided to be partner and contribute equal amount capital and received equal amount of profit.

- Main Business

Dindaadinda is a company that sell many kinds of hijab materials and style such as Textured Chiffon Shawl, Satin Silk Shawl, Pleated Bawal and Pleated Shawl. Dinda Adinda will make sure that the material that will be used are high quality material. We also will make sure that customer will comfortable to wear it.