



اَوْنُو تِكْنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA

KAMPUS BANDARAYA MELAKA

ENT 530

PRINCIPLES OF ENTREPRENURSHIP

REPORT

SOCIAL MEDIA PORTFOLIO

MOOI SCARVES



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EXECUTIVE SUMMARY

Mooi scarves is a business that provides products that suitable for women, especially those who wear hijab. We are offering scarves that are stylish, comfortable, good quality, and affordable to our customers. We also provide a service such as a gift box, and we make sales and promotions often for our customers.

We choose scarves as our product because most Malaysian is Muslim and wearing hijab. Even though many shops sell scarves, but it is a marketable product. The styles and design of scarves keep changing from time to time, and they will never stop buying them and keep on following the trend. But with our economic condition, the power of buying is decreasing, so we decide to sell scarves where it is stylish, comfortable, high quality but affordable.

Our business is still new and far from established. Whatever it is, we always make sure that we give the best for our customers. We keep on trying to make sure our brand achieving the target. Our vision is to ensure shopping is enjoyable and not expensive for our customers, and our goal is to make sure our brand be one of the top brands in Malaysia and maybe at the international level.

For now, we are focusing on an online platform and looking forward to have our physical store. Before this, we are more active on Instagram and Shopee, but now we are tried to promote our product on another online platform, which is Facebook. We do think that Facebook is a great platform to promote our product because on Instagram, there are more teenagers, and on Facebook, the range is better. The elderly preferred to use Facebook than another online platform. It does make our business grow. Mooi scarves is a business that provides products that suitable for women, especially those who wear hijab. We are offering scarves that are stylish, comfortable, good quality, and affordable to our customers. We also provide a service such as a gift box, and we make sales and promotions often for our customers.

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Mooi scarves is a company that makes items for women, particularly those who wear hijab. Our consumers can choose from scarves that are trendy, comfy, high-quality, and inexpensive. We also offer a gift box service, as well as frequent deals and promotions for our customers.

Because most Malaysians are Muslim and wear hijab, we chose scarves as our product. Scarves are a marketable product, even though they are sold in many stores. Scarve styles and designs change with time, but people will never stop buying them and will continue to follow the trend. However, because our purchasing power is dwindling due to the state of the economy, we have decided to sell scarves that are fashionable, comfortable, and of excellent quality while remaining reasonable.

Our company is still in its infancy and has a long way to go. Whatever the case may be, we always strive to provide the finest service possible to our consumers. We will continue to work hard to ensure that our brand meets its objectives. Our aim is to make shopping pleasurable and affordable for our clients, and our ambition is to have our brand become one of the top brands in Malaysia, if not the world.

For the time being, we are concentrating on an online platform and want to open a physical store soon. We were previously more active on Instagram and Shopee, but we are now attempting to advertise our product on another internet channel, Facebook. We believe that Facebook is an excellent venue for promoting our goods because there are more teenagers on Instagram and the range is better on Facebook. Facebook was favoured by the elderly over any other online platform. It contributes to the expansion of our company.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of the business



Name of Business	Mooi Scarves
Business address	IOI City Mall, Unit T2-3A-3 & Unit T2-3A-3A, Level 3A, IOI City Tower Two, Lebuhraya IRC, IOI Resort City, 62502 Putrajaya, Sepang, Selangor.
Email address	Mooiscarves@gmail.com
Telephone number	- / -
Form of business	Partnership
Main Activities	Selling scarves product
Data of Commencement	7 December 2021
Name of bank	Maybank
Bank Account Number	-

- **Name of business**

The name of the online business created is Mooi Scarves. The name is inspired by the word pretty which means beautiful in South African. The word "scarves" solely means the product we sell. It is a positive response that we can create a good vibe while pronouncing Mooi Scarves, meaning "beautiful hijab".