



## SOCIAL MEDIA PORTFOLIO



**DAHIJAB**  
Muslimah Fashion Style

**DAHIJAB**

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Faculty : BUSINESS AND MANAGEMENT  
Program : BA 242  
Program Code/Class : BA 242 2A  
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Name of the Company : DaHijab

Submitted to:  
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## **Executive Summary**

This business is called DaHijab, and it is owned by Muhammad Waqiyuddin Bin Azmi, Muhamad Aiman Danial Bin Rosli, Muhammad Jafni Muhsin Bin Mohd Nizam. It specialises in 'Muslimah Fashion Style.' He is now pursuing a Bachelor of Business Administration with honours. Because to Covid-19, they are currently looking for part-time jobs to supplement their income while they study. As a result, they came up with an idea and decided to start a business together named DaHijab on the online platform, Facebook.

DaHijab is an online business that started solely on Facebook. It was established in the year 2021 and is focusing on fashion and lifestyle products. Because simplicity in clothing is currently trendy, they decided to market hijab, which is a simple and modest garment that is popular among women DaHijab has launched a Facebook page to expand its business platform and attract a wider audience. Facebook is widely acknowledged as one of the most effective social media channels for helping merchants communicate with their consumers and engage with potential purchasers. Soft sells, hard sells, and first teasers can all be done effectively on the platform.

DaHijab sells two varieties of hijabs which are Bawal Cotton Premium, which is their most popular item, and Satin Shawl. The customer reaction on these two hijabs has been overwhelmingly good. Many individuals, including their family and friends, encouraged and supported them in their quest.

## Introduction of Business

### 2.1 Name and Address of Business

This business is named as DaHijab with a slogan ‘Beautiful in its simplicity’ and owned by Muhammad Waqiyuddin Bin Azmi and managed with her two friends, Muhamad Aiman Danial Bin Rosli and Muhammad Jafni Muhsin Bin Mohd Nizam. The business was located at Lot 245, Jalan Medan Pusat Bandar, Alor Gajah, 78000 Melaka.

### 2.2 Organizational Chart

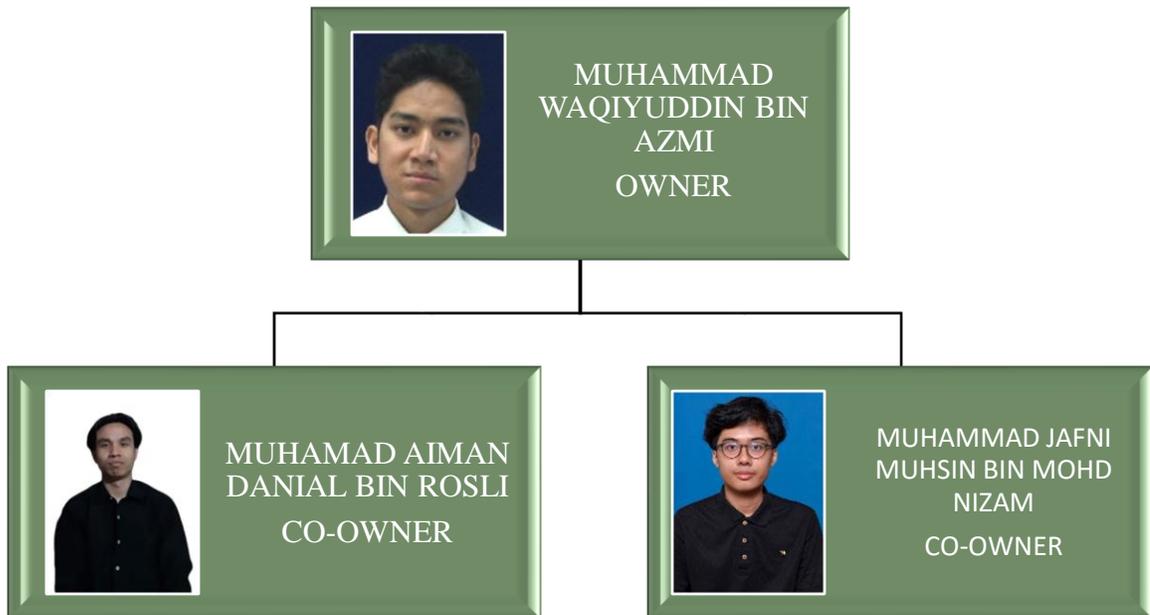


Figure 2.2 Organizational chart of DaHijab

## 2.3 Mission/ Vision

### **Vision**

To be a brand of hijab that carrying Muslim identity around the world.

### **Mission**

- To help women maintaining simplicity images with an affordable price.
- To produce the latest and best quality hijab to all the customers.
- To increase women's confidence with dressing modestly.