



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ وَعَلٰى اٰلِهِٖٓ وَسَلَّمَ
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA
CAWANGAN MELAKA (KAMPUS ALOR GAJAH)**

FACULTY OF ACCOUNTANCY

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO



HSS MUSLIMAH
— YOUR ELEGANT HANDSOCKS —

PREPARED BY :

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Executive Summary

Hssmuslimah was owned by Cik Siti. She established this business since 2016. Hssmuslimah produced handsocks that come with various designs and colours. We have decided to become a dropshipper of Hsmulimah because we want all Muslimah slowly covering their aurat. Surely the side income from the profit of this business is one of the reasons too but we also want to learn and gain experience on how to operate a business.

The platform that we have been used to promote this business is Facebook. This platform can attract more customers and give them more information about our business and products as well as we can earn more sales. In terms of communicating with customers, we use Facebook Messenger and WhatsApp. They can just click the link that we have provided and we will serve them.

Moreover, social media platforms are important since they allow us to effortlessly engage with our customers and receive feedback comments about our products. Hssmuslimah uses hard sell and soft sell copywriting techniques in order to encourage customers to purchase our products. We also provide all of the details about the products in our posting so that the customers can get enough information before they purchase. Lastly, our target audience is women whether they are Muslim or Non-Muslim.

Table of Contents

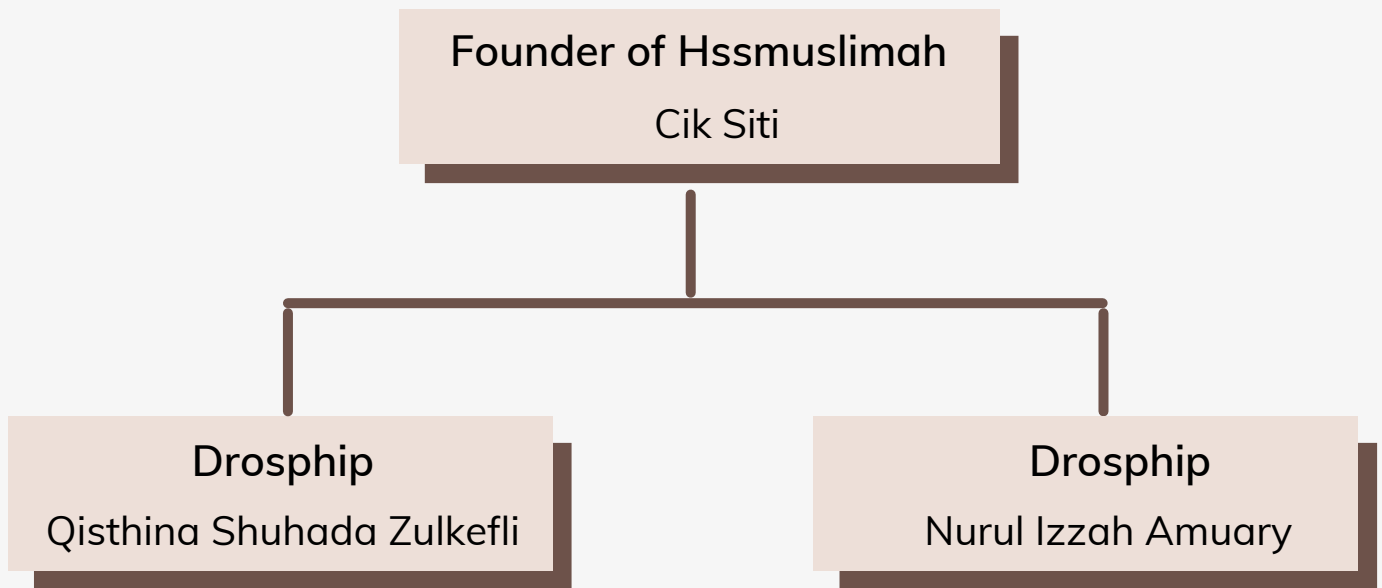
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENT	iv
GO-ECOMMERCE REGISTRATION	1-2
MyENT CERTIFICATE	3-4
INTRODUCTION OF BUSINESS	
• Name and address of business	5
• Organizational Chart	5
• Mission / Vision	5
• Description of Products	6
• Price list	6
FACEBOOK (FB)	
• Creating Facebook (FB) page	7
• Customizing URL Facebook (FB) Page	7
• Facebook (FB) Post – Teaser	8-10
• Facebook (FB) Post – Hard Sell	11-18
• Facebook (FB) Post – Soft Sell	19-26
CONCLUSION	27

Introduction of Business

Name of Business : Hssmuslimah.rdi

Address : No 24, Taman Sri Wang, 02600 Arau, Perlis

Organizational Chart :



Vision : To become the most successful dropshipper under Hssmuslimah

Mission : To provide various style and design of handsocks to the customers

Description of Products :

In Hssmuslimah.rdi, we sell 2 types of handsocks, each of them have their own speciality and unique design. The first one is Tasneem Handsock. This handsock suitable for those who are starting to cover their aurat because the design is simple and fit to wear it at any events. Secondly, Hanalily Handsock. This handsock available in 2 sizes which are S and M. Therefore, customers can choose their size based on the measurement. The design is exclusive and pretty. For the material, Hssmuslimah choose a high quality material which are mosscrepe and lycra fabric. The material is not itchy and suitable for sensitive skin. We have more than 20 colours for customers to choose their favourite colours.

Price List :



Tasneem Handsock
RM 13



Hanalily Handsock
RM 18