



اُيُتِمُ تِكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION
(FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

COURSE CODE / NAME:

ENT 530 / PRINCIPLES OF ENTREPRENEURSHIP

LECTURER:

MADAM NURHUDA BINTI HAJI NIZAR

TITLE OF ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO

NAME:

NUR NASUHA BINTI IBRAHIM

STUDENT ID:

2019612478

PROGRAM / GROUP:

FF237 / FF2374A

DATE OF SUBMISSION:

16th JULY 2021



ACKNOWLEDGEMENT



First praise is all to Allah, the Almighty, on whom ultimately we depend for sustenance and guidance. I am so grateful that I am able to complete this social media portfolio as one of the requirement to accomplish the course assessment for the course ENT530.

Next, my sincere appreciation goes to my lecturer Madam Nurhuda Haji Nizar, whose gave guidance, careful reading and also give us moral support in different matters regarding the subject. She has provided a rubrics report outline and taught us to make our business become better even thought we cannot face to face due to the pandemic Covid-19.

Besides that, big thank you to University Teknologi Mara (UiTM) for making this subject as a part of our syllabus to acknowledge business education.

Finally, a big thanks to my parents for supporting me to complete this portfolio by helping me to promote my Facebook page to their friends and always have my back. Moreover, this portfolio also has been prepared with the cooperation and support from many people, especially my beloved friends. I hope this social media portfolio can give me more information about Entrepreneurship world.

EXECUTIVE SUMMARY



“BIAR MURAH, ASALKAN CANTIK!!” is a trademark for Haurabelle clothing business. The main objective is that the business want to achieve is to offer variety clothes, in term of designs, colours, materials to the customers in affordable price.

According to the customers feedback, most of them like the clothes because of their item is loose and baggy style. This clothes also wudhu’ friendly and can replace *telekung* to prayed. This product also liked by many due to the cheap and affordable price

Due to the pandemic Covid-19, this product still operating same as shipping delivery. Haurabelle is a good product to buy because of their comfy and loose item. Also their affordable price. Hopefully this business can further be expanded to many people as the business keep on growing.

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1.0 GO-ECOMMERCE REGISTRATION ✓

The screenshot displays the 'Go-eCommerce' registration profile page. The user is logged in as NUR NASUHA BINTI IBRAHIM. The page is divided into two main sections: 'PERSONAL PROFILE' and 'BUSINESS PROFILE'.

PERSONAL PROFILE

Personal Information

Name	: NUR NASUHA BINTI IBRAHIM	Phone/Mobile	:	Edit
New Identity Card No.	:	Home Address	:	
Email Address	:	District	:	
City	:	Postcode	:	
State	:	Personal Instagram	:	null
Personal Facebook	:	Race	:	Malay
Gender	: Female	Special Need Required	:	No
Marital Status	: Single			

Institution Information [Add New](#)

UITM Puncak Perdana - NHN ENT530

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Perdana
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	: Puncak Perdana
District of Institution	: Petaling	Postcode	: 40150
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: NHN ENT530	Class Name	: FF2374A
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	: 2021
Month Enrolling the Subject	: 3	Lecturer Name	: NURHUDA BINTI HAJI NIZAR
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 10
Related To Study Field	: Yes		

[Edit](#) [Delete](#)

Figure 1: E-commerce Registration

2.0 INTRODUCTION OF BUSINESS ✓

2.1 Name and Address of Business

Haurabelle is a business that sell women's clothes. Haurabelle is based on Pahang.

Their business moto is "BIAR MURAH, ASALKAN CANTIK" which show that most of their clothes is affordable to buy. Their design of clothes also loose and baggy. The clothes material is not hot to wear.



Figure 2: Logo of Haurabelle

Name of Business	Haurabelle Holding Sdn Bhd
Business Address	NO 80 JALAN BDS 2 BUKIT DESA SEMANTAN, TEMERLOH 28000 PAHANG, Malaysia
Telephone Number	
Main Activities	Selling Kebaya, baju kurung, dress and Jubah
Shipping Partners	J&T EXPRESS
Official Website	https://haurabelle.com
Facebook Name	Haurabelle
Instagram Name	Haurabelle
Email	haurabellehq@gmail.com

Table 1: Haurabelle Information



2.2 Organization Chart



An organizational chart is a diagram that visually conveys a company's internal structure by detailing the roles, responsibilities, and relationships between individuals within an entity.

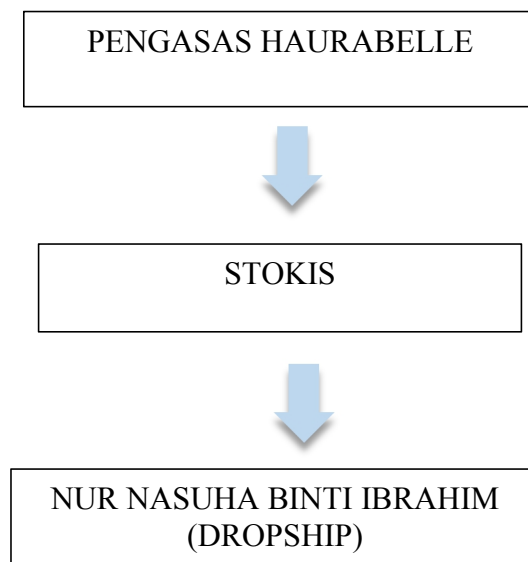


Table 2: Organization Chart

2.3 Mission and Vision



Every business has their own mission and vision. This is to run their businesses to be successful and to achieve their goal.

Mission

*To provide excellent customer service to customers

*To become the best dropship in Pulau Pinang

*To make people believe that this product suite all age

Vision

*To make Haurabelle clothing one of the best choice among customers and Top in Malaysia.

2.4 Description of Products or Services










Haurabelle is a business that offers various design of clothing to customers with affordable price. The reason why i selling this product is because it marketable among people that working, students and so on.

As the product is not only in one design, but in various design that so comfy and beautiful. This clothes have many promotion to gain customer to buy their products. Not only that, the customers that buy 2 clothes and above will get discount in shipping fee. The customer can buy the product through their website or through agent and dropship.

2.5 Price List



Product	Name and Price (RM):
 <p>A collection of 14 hijabs in various colors: BLACK, MAROON, ORANGE, OLIVE, EMERALD GREEN, NAVY BLUE, NUDE, BABY BLUE, MINT, DUSTY ROSE, PURPLE, BERRY RED, DUSTY BLUE, and GREY. The brand name HAURABELLE and the product name MULAN BASIC are visible at the top. The website URL www.haurabelle.shop.my is at the bottom.</p>	<p>MULAN BASIC</p> <p>RM 50.00 (Shipping fee: RM 9)</p>
 <p>A collection of 10 hijabs in various colors: NAVY, DUSTY PINK, NAVY, NUDE, WHITE, BABY PINK, MUSTARD, EMERALD, TURQUOISE, BLACK, and MAROON. The brand name HAURABELLE and the product name Nona Kaftan are visible. The website URL www.haurabelle.shop.my is at the bottom.</p>	<p>NONA KRAFTAN</p> <p>RM 59.00 (Shipping fee: RM 9)</p>
 <p>A collection of 7 hijabs in various colors: NAVY BLUE, LILAC PURPLE, EMERALD, DUSTY OLIVE, MAROON, DUSTY ROSE, and OFF WHITE. The brand name HAURABELLE and the product name Ameena Kurung are visible. The website URL www.haurabelle.shop.my is at the bottom.</p>	<p>AMEENA KURUNG</p> <p>RM 50.00 (Shipping fee: RM 9)</p>

 <p>JENNY CASUAL HAURABELLE</p>	<p>JENNY CASUAL</p> <p>RM 50.00 (Shipping fee: RM 9)</p>
 <p>Dhea comfort wear</p> <p>BLACK NAVY MAROON EMERALD PEARWOOD DUSTY ORANGE SOFT DUSTY BLUE PURPLE YELLOW GREEN</p>	<p>DHEA COMFORT</p> <p>RM 59.00 (Shipping fee: RM 9)</p>
 <p>SALE 4.4 COMEBACK!</p> <p>PALOMA KURUNG</p> <p>WWW.HAURABELLE-SHOPPPY.MY</p>	<p>PALOMA</p> <p>RM 59.00 (Shipping fee: RM 9)</p>
 <p>HAURABELLE</p>	<p>BAJU HAJI DAN UMRAH</p> <p>RM 60.00 (Shipping fee: RM 9)</p>



PETUNIA SUIT

RM 59.00

(Shipping fee: RM 9)



PALESTINE COLLECTION

RM 59.00

(Shipping fee: RM 9)



CAMELA KAFTAN

RM 45.00

(Shipping fee: RM 9)



AMBER PEPLUM

RM 45.00

(Shipping fee: RM 9)




	<p>AMORA KAFTAN</p> <p>RM 45.00 (Shipping fee: RM 9)</p>
	<p>CLAIRE KAFTAN</p> <p>RM 45.00 (Shipping fee: RM 9)</p>
	<p>DAISY KURUNG</p> <p>RM 79.00 (Shipping fee: RM 9)</p>

Table 3: Haurabelle's Price List and Products ✓

3.0 FACEBOOK (FB) ✓

According to subject Principles of Entrepreneurship (ENT 530), we have given task to created a Facebook page. This is to promote our products and services among Facebook user.

Creating a Facebook page is one of the good way to create the community and connect our customers through online. As we know, people nowadays has venture into business field since, this field can gain money and at the same times, we can improve our services based on customers feedback.

3.1 Facebook Page

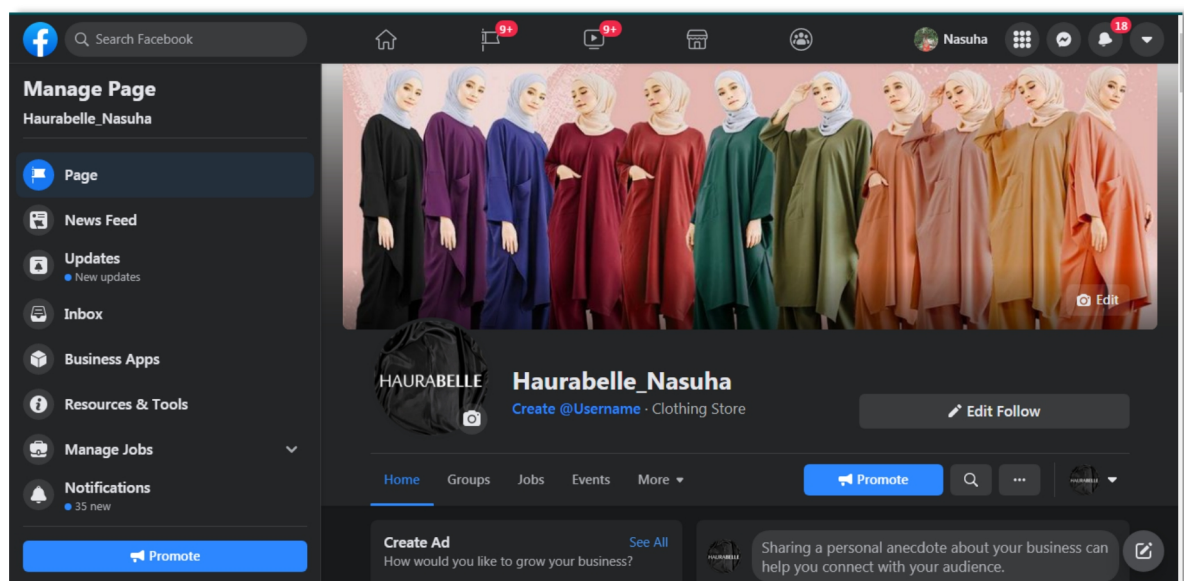


Figure 3: Facebook page

3.2 Custom URL Facebook Page

Facebook URL: https://www.facebook.com/Haurabelle_Nasuha-103301511982023

3.3 Facebook Post - Teaser

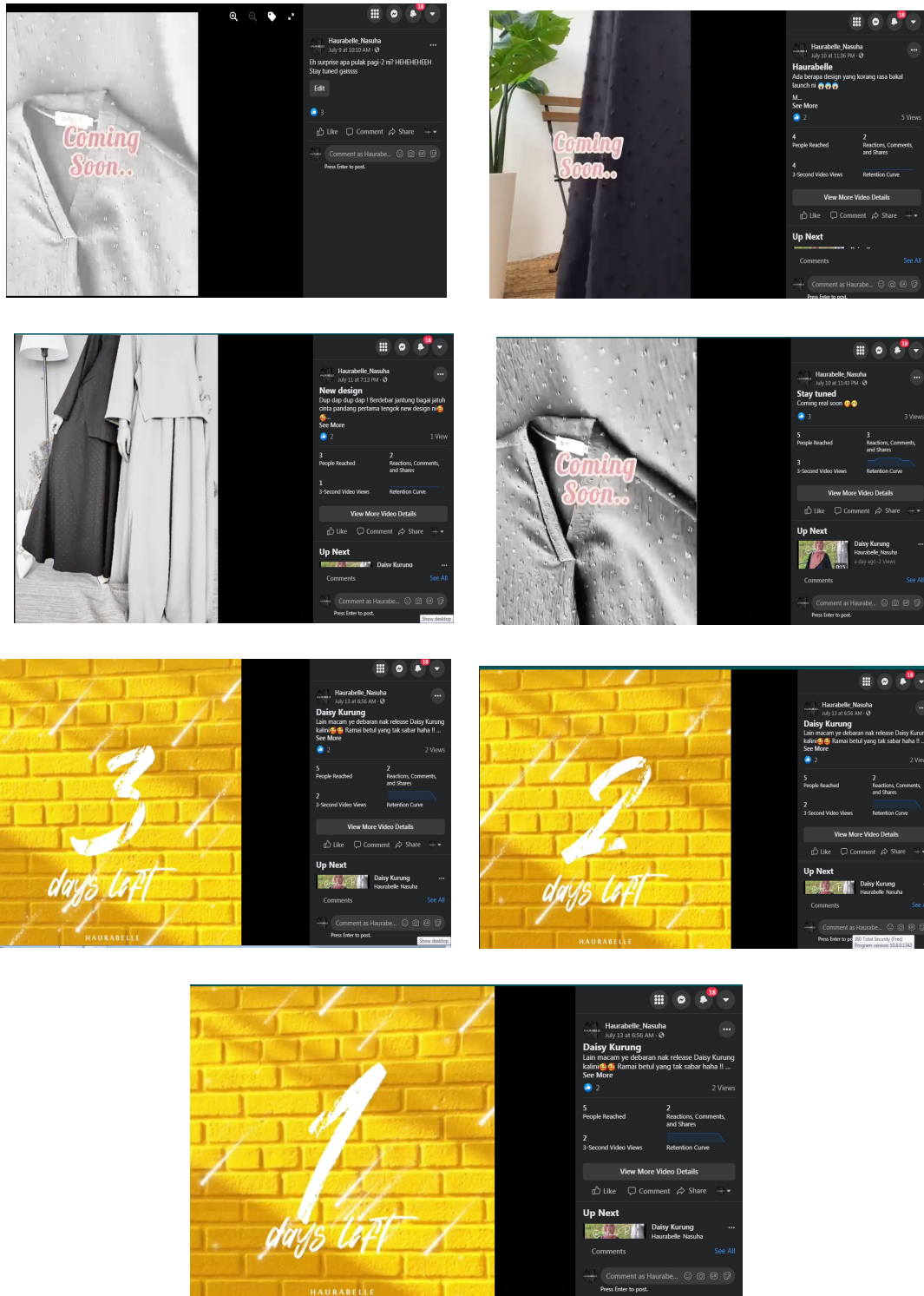
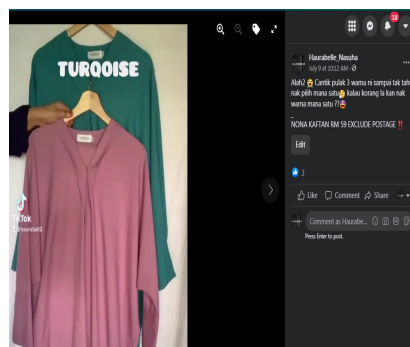
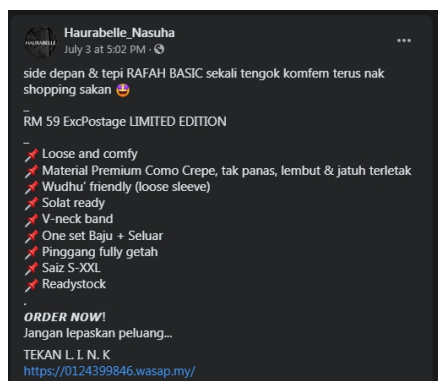
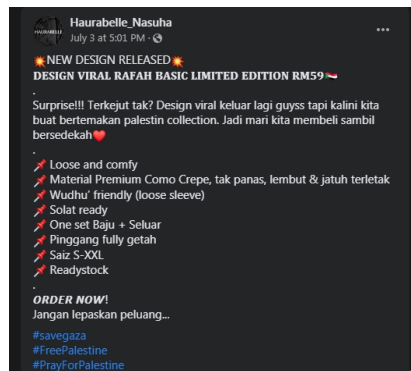
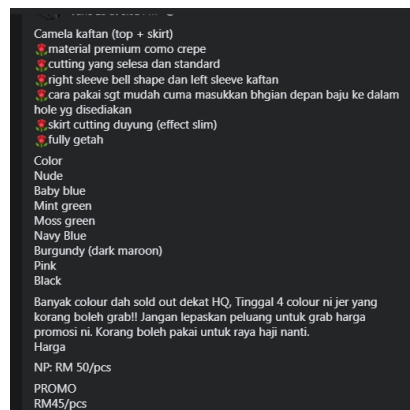
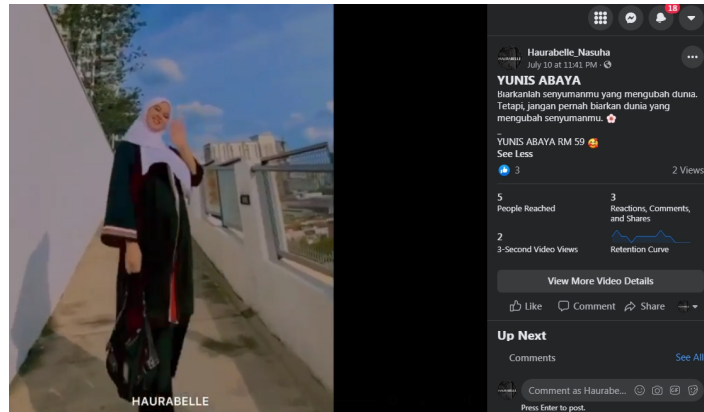


Figure 4: Teaser post

3.4 Facebook Copywriting (Hard Sell) ✓





Haurabelle_Nasuha
July 14 at 11:46 PM · 🌐

NEW DESIGN NEW MATERIAL RELEASED!! 🔥 *RM79 ONLY*

"SERIOUS DAH JATUH CINTA BETUL DENGAN DAISY KURUNG NI!! 😍
🔥 SEMUA LAWAZ, SEMUA CANTIK DAN PALING BEST TANPA GOSOK!!"

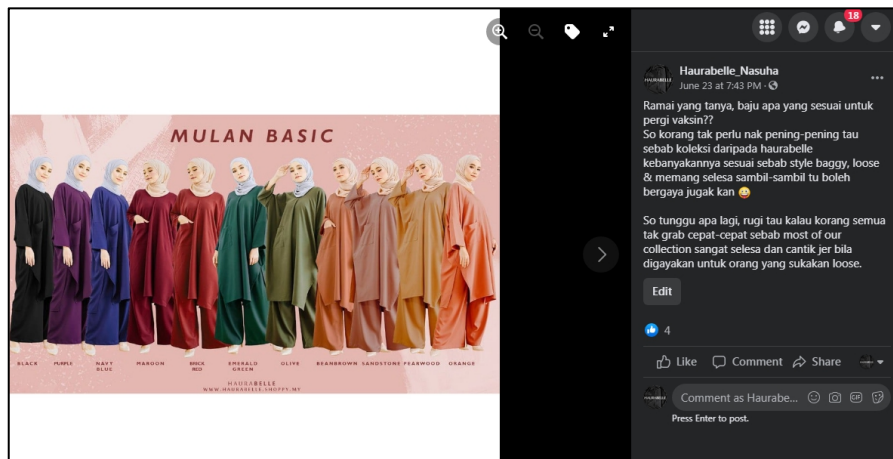
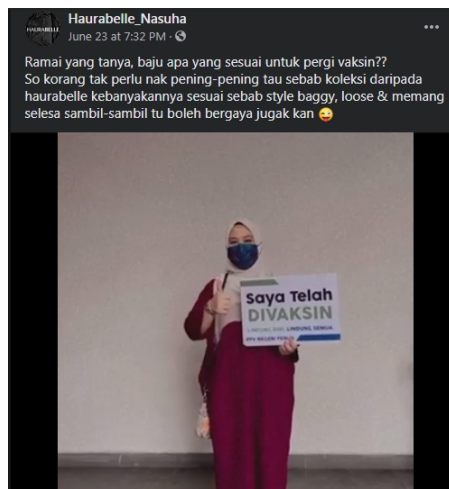
- Loose and comfy
- Material fabric fiona
- Fabric lembut dan sejuk
- Ironless (Tak perlu gosok)
- Tak memeri
- Wudhu friendly (loose sleeve)
- One set Baju + Skirt
- Skirt cutting princess with pocket
- Available from Saiz S-XXL
- Readystock

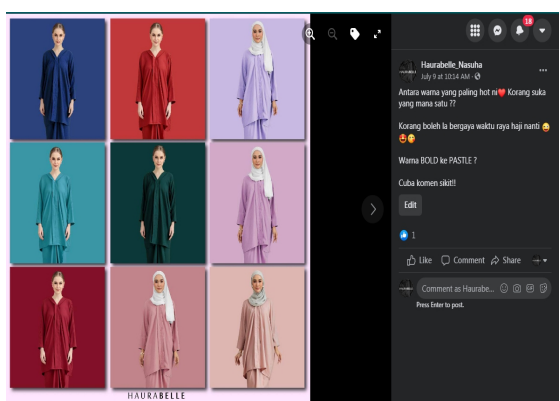
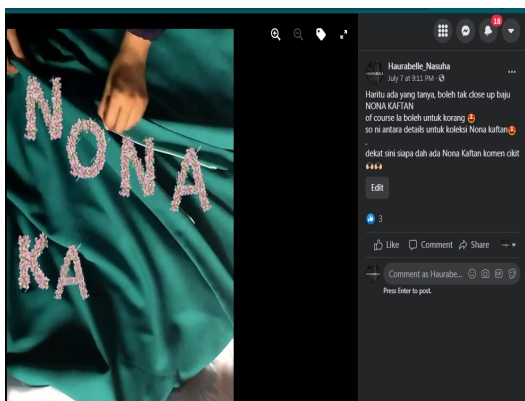
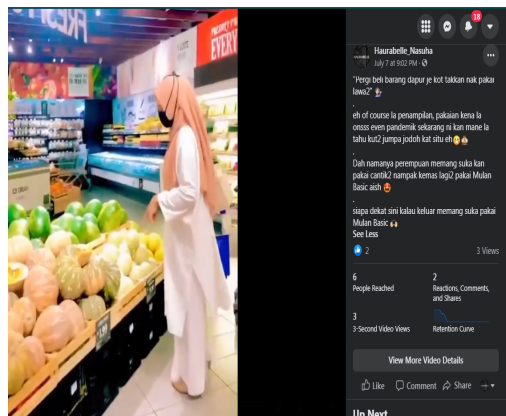
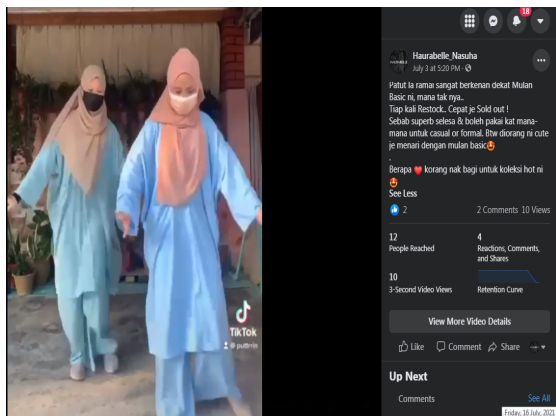
ORDER NOW!
ATAU TERUS KE WEBSITE
<https://haurabelle.com>

#haurabelle
#bajurayahaji
#bajutanpagosok
#looseandcomfy
#menyesallahkalautakbeli



3.5 Facebook Copywriting - (Soft Sell) ✓





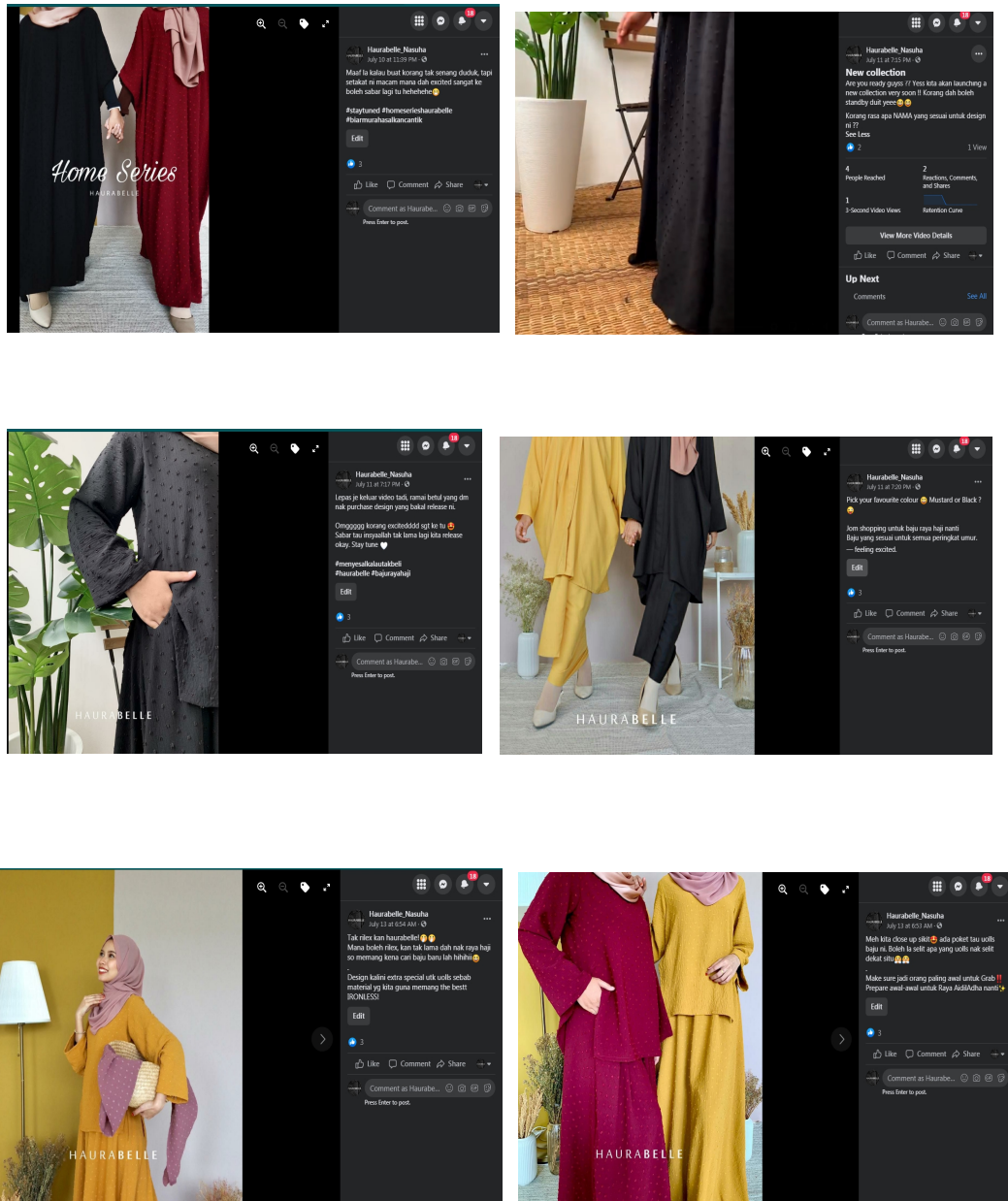




Figure 5: Facebook Copywriting (soft sell)



3.6 Graphics ✓

	<div data-bbox="1023 284 1358 344" data-label="Section-Header"> <h4>MULAN BASIC</h4> </div> <ul style="list-style-type: none"> *Material Premium Como Crepe (<i>tak panas, lembut & terletak</i>) *Loose and comfy *Right pocket *Available size S-XXL
	<div data-bbox="1027 1070 1339 1131" data-label="Section-Header"> <h4>JENNY CASUAL</h4> </div> <ul style="list-style-type: none"> *Material Premium Como Crepe (<i>lembut, tak panas, tak melekap</i>) *Design baggy and loose *Wudhu' friendly (elastic sleeve) *Elastic band on the centre front top *Pair with palazzo *Palazzo fully getah *Right poket *Available size S-XXL



NONA KAFTAN

*Material Comocrepe (Breathable, sejuk, tak melekap)

*Kebaya labuh with baggy style

*Wudhu' friendly (loose sleeve)

*Breastfeeding friendly

*Pario skirt

*Available size S-XXL



DHEA COMFORT

*Material Premium Como Crepe (lembut, tak panas & tak jarang)

*Cutting loose & baggy

*Zip bahagian dada & lengan

*Wudhu' friendly/



PALOMA KURUNG

*Material Premium Comocrepe (Breathable, sejuk & tak melekap)




*Basic kurung with front sleek

*Wudhu' friendly (balloon sleek)

*Breastfeeding friendly

*Kain duyung

*Available size S-XXL

	<div data-bbox="1053 215 1342 280" data-label="Section-Header"> <p>PETUNIA</p> </div> <ul style="list-style-type: none"> *Material Premium Comocrepe (Breathable, <i>sejuk</i>, <i>tak melekap</i>) *Design loose with ruffle style *One Right side pocket (Top) *Wudhu' friendly (loose sleeve) *Straight-cut pants *Available size S-XXL
	<div data-bbox="1021 831 1370 896" data-label="Section-Header"> <p>AMEENA KURUNG</p> </div> <ul style="list-style-type: none"> *Material Premium Comocrepe (<i>lembut</i>, <i>tak panas</i> & <i>tak melekap</i>) *Design loose and comfy *Wudhu' Friendly *Slit top for more elegant style *Available size S-XXL
	<div data-bbox="1032 1379 1361 1438" data-label="Section-Header"> <p>DAISY KURUNG</p> </div> <ul style="list-style-type: none"> *Material fabric fiona *Loose and comfy *<i>fabrik lembut dan sejuk</i> *Ironless *Wudhu' friendly *Skirt cutting princess with pocket *Available size S-XXL

4.0 CONCLUSION



In nutshell, Haurabelle is a business that sells various design of clothes through online platform. I can conclude that by create this Facebook page, I am able to market and promote the products and services by conducting the business through Facebook page. By this kind of platform, I am able to post the latest update from the product and new release clothes for regular customers.

Hence, by creating the Facebook page, it is not only given benefits for business but also for ourselves. We also can promote and market the product through others platform and it will makes our skill in IT increase.

By starting the business through Facebook is okay because Facebook is the most higher social media that used by people in the world. Due to the pandemic Covid-19, people are always scrolling smartphone and looked up their social media. Hopefully, people are find with the situation in our country but also, the business will growing up.