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**UNIVERSITI TEKNOLOGI MARA (UiTM)  
KAMPUS PUNCAK ALAM  
SELANGOR**

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**INDIVIDUAL ASSIGNMENT  
(SOCIAL MEDIA PORTFOLIO)**

**SUBMISSION DATE:  
25<sup>TH</sup> JULY 2021**

<b>PREPARED BY</b>	NURUL FARISHA BINTI SAIPUDIN
<b>STUDENT ID</b>	2019805084
<b>CLASS</b>	ENT530 L
<b>PREPARED FOR</b>	DR. NOR ZAWANI BINTI MAMAT@IBRAHIM

## **ACKNOWLEDGEMENT**

To begin, I would want to express my heartfelt appreciation to God Almighty for providing me with the strength, knowledge, ability, and chance to complete my written report on social media portfolio for the topic of Entrepreneurship Principles (ENT 530). Following that, I'd want to show my heartfelt appreciation to my lecturer, Dr. Nor Zawani binti Mamat@Ibrahim, for leading my classmates through our assignment. I was genuinely impressed by her sincerity and motivation, and I am indebted to her for the lessons she taught us. Not to be overlooked are my family members who helped me in completing our project by providing inspiration. I'd also want to express my gratitude to my classmates, particularly those in the BA244 4A class, who assisted me in completing this activity and locating material for this project. Finally, I want to express my gratitude to everyone who has aided me in completing this project, both directly and indirectly.

## **EXECUTIVE SUMMARY**

Social media marketing is the practice of utilizing social media platforms such as Facebook, Twitter, and Instagram to drive traffic and attention to a website. Apart from that, integration with marketing and social media is critical, as people are becoming increasingly reliant on the internet and technology. That is why the majority of businesses are investing in social media marketing to assist them in addressing the issue of new customer exceptions. Following that, a small business's success is dependent upon its ability to generate profits on a consistent basis. Similarly, at Risha Scarves, we work very hard to provide the highest quality scarves to our customers in order to attract more customers to our shop and, at the same time, increase our profits if we can sustain our business for an extended period of time.

According to this report, Risha Scarves' Facebook page was launched on 17 April 2021 and has gain 123 likes on the page. Additionally, Risha Scarves is a brand name that enables hijab fans to style their stunning scarf in a fashionable manner. The main goal of the company is to offer a large selection of scarf at competitive prices to our customers. We also provide a giftbox filled with our scarves for those who want to surprise their loved ones. We created scarves that were distinctively unique to meet the needs of every woman, because every woman has her own different personality, which encouraged our customers to purchase more of our product. In addition, the low price of this product makes it very popular with many customers. As a result, it provides valuable insight into the continuation of our customer sales.

## **ACKNOWLEDGEMENT**

## **EXECUTIVE SUMMARY**

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## 1.0 GO ECOMMERCE REGISTRATION

Go-eCommerce  
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE

  
NURUL FARISHA BINTI  
SAIPUDIN

Personal Information

Name	:	NURUL FARISHA BINTI SAIPUDIN	Phone/Mobile	:		<a href="#">Edit</a>
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:		
Personal Facebook	:		Race	:	Malay	
Gender	:	Female	Special Need Required	:	No	
Marital Status	:	Single				

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Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	:	Selangor	Name of Institution	:	UITM Puncak Alam
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam
			Postcode	:	42300

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Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE

  
NURUL FARISHA BINTI  
SAIPUDIN

Company Name	:	Risha Scarves	Company Registration No.	:	2021	<a href="#">Edit</a>
Type Of Business	:	Sdn. Bhd	Business Role	:	Product Owner	
Facebook Page	:	https://www.facebook.com/iris-hascarves	Business Category/Business Sub-Category	:	Household, Hobbies & Lifestyles / Retails	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	None	Business Website	:		
Business Related to Your Study Field	:	No	Type Of Website	:		
			Experience in International Export	:	No	

Available Contest

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Business Background

Risha Scarves is a company name that was chosen based on the combination of my name and the name of our main product. Our business motto is "Let's Style with Risha Scarves" which means that our customers can look more stylish in their outfits by wearing stunning scarves from our shop. Risha Scarves' target market consists of women between the ages of 20 and up, who place a high value on high-quality products and take pride in appearing well-put-together. Other than that, our business is based on Shah Alam, Selangor. Due to the fact that we sell it exclusively online, we do have customers from other areas. As a result, the customer can purchase it without visiting the store. For operating hours, we are available for 24/7 hours and customers who are interested in our product may always find us on our Facebook page.

Name of Business	Risha Scarves
Business Address	Seksyen U13, Shah Alam, Selangor
Telephone Number	
Form of Business	Sole Proprietorship
Main Activities	Selling Scarves
Date of Registration	17 April 2021

Table 1: Risha Scarves Business Information



Risha Scarves Official Logo

## 2.2 Organizational chart



Risha Scarves



Owner of Risha Scarves

(NURUL FARISHA BINTI SAIPUDIN)

## 2.3 Mission and vision




It is our goal to establish an online hijab shop that offers a diverse selection of scarves at competitive prices to our customers as part of our overall business mission. We are committed to providing superior customer service while also creating a relaxed and pleasurable shopping environment for our customers. Apart from that, we want to create scarves that are distinctively unique in order to meet the needs of each woman, as each woman has a unique personality.

Following that, our vision is to be a worldwide brand of hijab that reflects Muslim identity, such as one of Malaysia's top brands in unique scarves, delivering high-quality, stylish, yet elegantly modest products. Because of our wide internet presence, we want to attract consumers from Malaysia, Singapore, and Brunei, as well as the rest of the world.

## 2.4 About Product and Services

Risha Scarves is a business that provides a variety of scarves to our customers at an affordable price while maintaining a high standard of quality with cotton and chiffon materials. We are selling scarves because we believe that our product is appealing to women. Aside from that, we have two types of scarves, which are chiffon shawls and cotton voile square scarves. The service that we provide to customers in which they can customize their own giftbox filled with our scarves. So, the customer can either buy it for themselves or give it as a gift to their loved ones. This is due to the fact that we offer over 30 different colours, allowing customers to select the colour of their scarves based on their preferences. When a customer purchases our giftbox, they will also receive benefits such as a discount and a free gift. Furthermore, those who purchase the specific giftbox will receive free delivery from us. We do this to encourage customers to buy more from us.

## 2.5 Price list

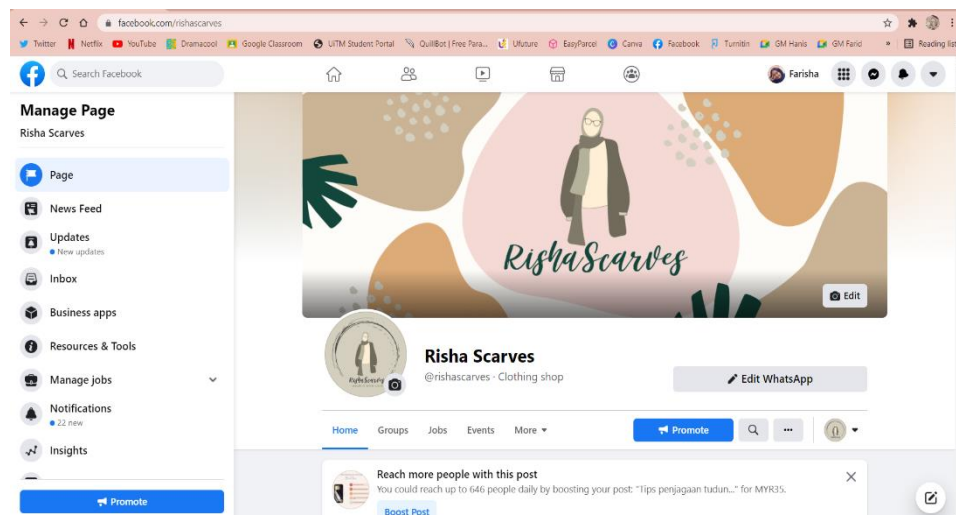
No.	Product	Price
1.	<b>Lily heavy chiffon shawl</b> 	<b>RM10</b>
2.	<b>Bawal Iris – cotton voile square scarf</b> 	<b>RM15</b>
3.	<b>Gift box</b> 	<b>Price starting from RM29</b>  (Price is different due to customer can customize their gift box)



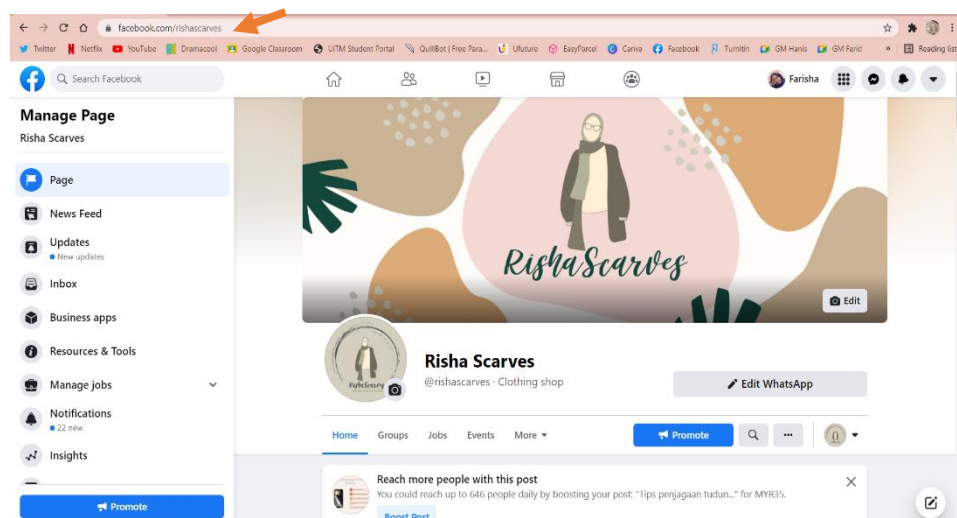
### 3.0 FACEBOOK (FB)

As we are just getting started in business, we have set up a Facebook page for our company. To generate interest in our business, we use this method to promote our products and services to Facebook users, particularly those who are young and fashion-conscious. Additionally, we are aware that people nowadays are more reliant on the Internet, where they can easily search for and obtain information. Therefore, starting a Facebook page is a perfect method to connect our business with potential customers through the Risha Scarves Facebook page, which we have done. In the case of the connected business, we developed Facebook postings that performed as a teaser, soft sale, and hard sell, all in one.

#### 3.1 Creating Facebook Page

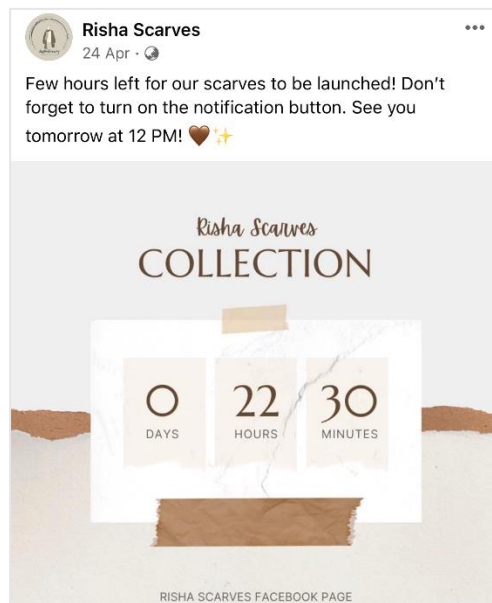


#### 3.2 Customizing URL Facebook



URL: <https://www.facebook.com/rishascarves>

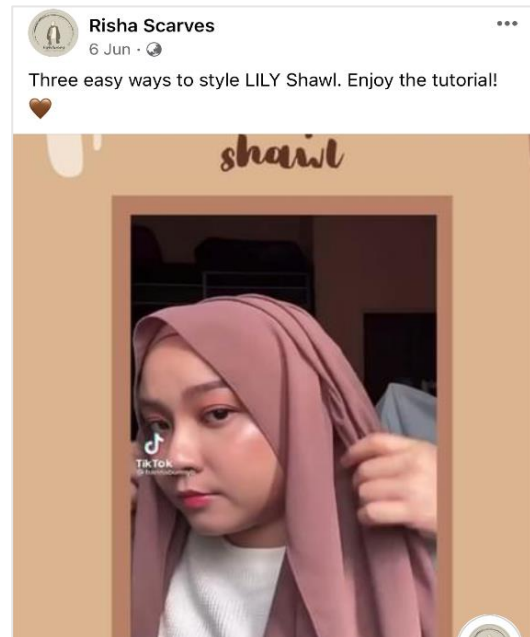
### 3.3 Facebook post – Teaser



### 3.4 Facebook post – Hard Sell



### 3.5 Facebook post – Soft Sell



#### **4.0 CONCLUSION**

To conclude, Risha Scarves is a company that offers a wide collection of scarves not only in-person but also through a Facebook page created specifically for the company, Risha Scarves. With the establishment of an official Facebook profile, we will be able to advertise and sell our products and services to Facebook users, both those who are interested in our company and those who are not. We can use this type of platform to share the most up-to-date information about our business activities with our customers and partners. Besides that, it is beneficial not only to our company, but also to us as individuals. We are now able to keep up with and be on top of business trends. Thus, we will be able to avoid becoming outdated businesspeople. Moreover, we have been successful in fulfilling some of our objectives as a start-up company that runs exclusively through our Facebook page, and we will continue to do so in order to fulfil the purpose and vision of Risha Scarves.



**FACULTY OF BUSINESS AND MANAGEMENT**  
**ASSIGNMENT/ PROJECT DECLARATION FORM**

Student's Name : NURUL FARISHA BINTI SAIPUDIN

Student's ID : 2019805084 Student's I/C No. : 990119106976

Program Code : BA244 Part : 4 Course Code : ENT530

Course Name : PRINCIPLES OF ENTREPRENEURSHIP

Assignment/ Project No. : 3 Due Date : 25 JULY 2021 Submission Date : 25 JULY 2021

Assignment/ Project Title : INDIVIDUAL ASSIGNMENT

Lecturer's Name : DR. NOR ZAWANI BINTI MAMAT @ IBRAHIM

I hereby declare that the work in this assignment/ project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This assignment/ project has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I acknowledge that I have been supplied with the Academic Rules and Regulations for Universiti Teknologi MARA's Bachelor Degree students, regulating the conduct of my study and exams.

I hereby declare that this assignment/ project is written by me and:

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- has not been used for another assessment at another department/ university/ university college in Malaysia or another country;
- does not refer to/quote works of others or own previous writings without stating it both in the text and in the reference list;
- mentions explicitly all sources of information in the reference list; and
- will go through similarity check (Turnitin).

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25 JULY 2021

Date

Student's Signature

# ENT530 Individual Assignment Report

*by* NURUL FARISHA SAIPUDIN

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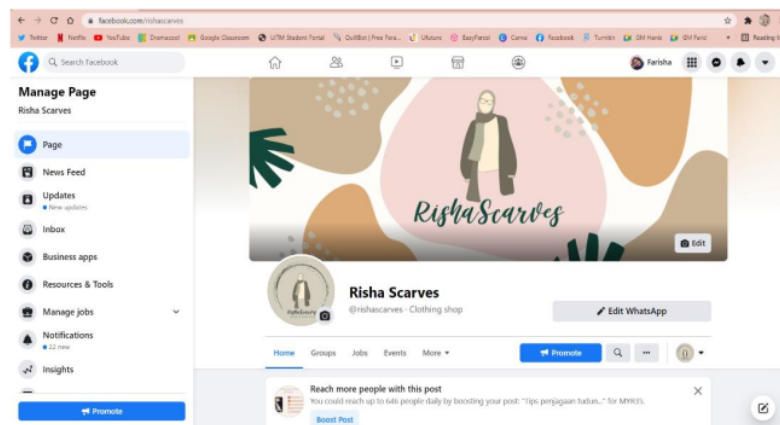
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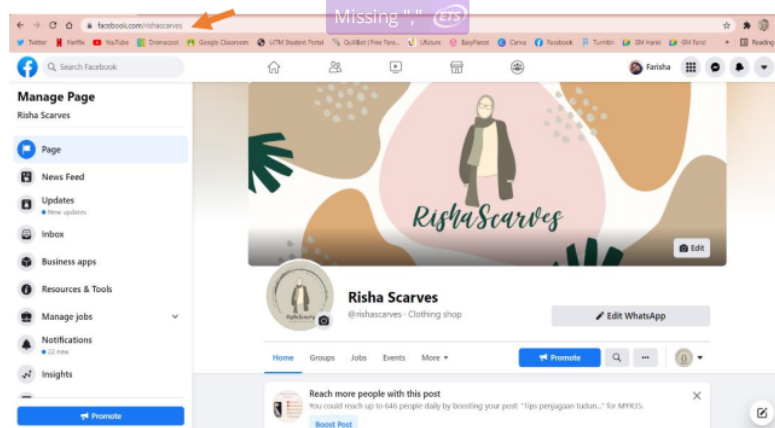
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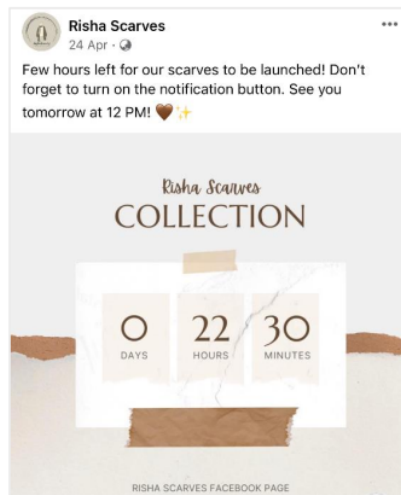


#### 3.2 Customizing URL Facebook

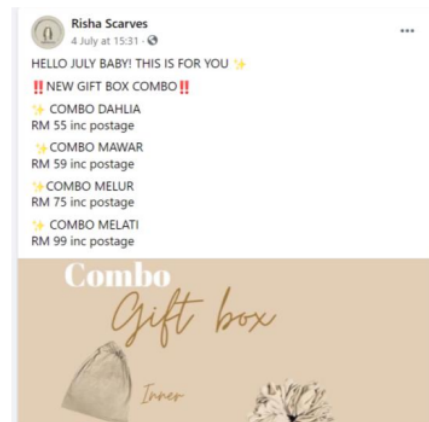


URL: <https://www.facebook.com/rishascarves>

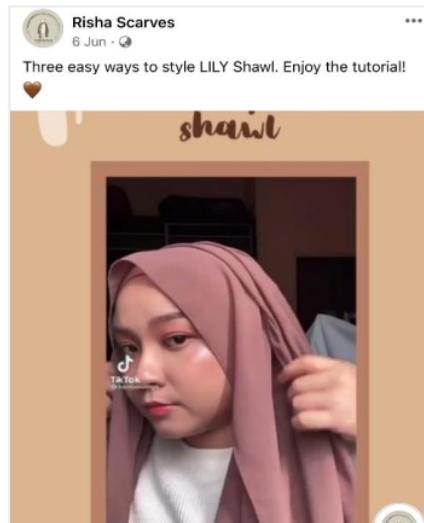
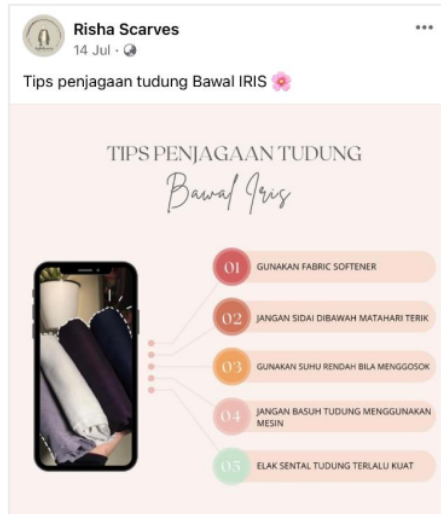
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