



اُنْبُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



PRINCIPLE OF ENTREPRENEURSHIP : SOCIAL MEDIA PORTFOLIO
(ENT530)

FACULTY & PROGRAMME : FACULTY HOTEL AND TOURISM MANAGEMENT
(HM241)

SEMESTER : 3

PROJECT TITTLE : SOCIAL MEDIA PORTFOLIO

NAME :
1. NUR SYAFIQAH BINTI SHAHARUDDIN
2. NUR AFIFAH BINTI MOHD FAUZI

LECTURER : NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

Assalamualaikum w.b.t.

Alhamdulillah, First and foremost, I am grateful to Allah S.W.T for His assistance during this assignment in the time of the Covid-19 pandemic outbreak. Being capable of completing this Social Media Portfolio while in a high-risk situation makes me realize that without his blessings, none of this would be possible. Praise be to The Almighty Allah S.W.T, the most gracious, for what he has granted, and blessing upon his messenger, Muhammad S.A.W, his family, and followers for allowing me enough time to complete this assignment.

Next, I would like to express my gratitude to Universiti Teknologi Mara (UiTM) for allowing their students the opportunity to do this project assignment. Furthermore, I would like to express my deepest appreciation and thanks to our Principle of Entrepreneurship lecturer, Madam Norfazlina Ghazali who has helped a lot with his teaching and guidance throughout our assignment project. The understanding, encouragement, and continuous support from her throughout the duration of fulfilling this assignment are most appreciated.

Not to forget, I would also like to acknowledge with much gratitude to our family and friends who gives their support by giving a lot of encouragement from the beginning until the end of my project assignment and also to all of our friends who had supported and shared new knowledge to us through this whole semester it is such a blessing that I can never easily forget.

Last but not least, I would also want to thank to everyone who have involved direct and indirectly in my assignment project. We are also grateful to our dearest self, who is constantly determined to overcome difficulties and obstacles throughout this Social Media Portfolio assignment.

EXECUTIVE SUMMARY

Our corporate slogan is "Unlock the Goodness in You," which implies we encourage consumers to look more attractive by wearing a Syafeef Enterprise hijab. The main goal of this business is to assist Muslim women in more perfectly covering their aurah with a hijab material that is very easy to shape, has a premium quality hijab, has various types of hijabs and colour options that suit Malaysians' skin tone, and can give customers a more elegant look when wearing it. The most essential thing is that we sell scarves that seem like costly scarves but are reasonably priced.

We established our business in early March and have solely used social media platforms since then. Since the Covid-19 pandemic expanded throughout the world, social media has become one of the possibilities for entrepreneurs to promote items, which is something Syafeef Enterprise could not overlook. One way we attract consumers is by offering surprise gift boxes, money bouquets, and hijab floral services. As a result, Syafeef Enterprise provides consumers with home delivery services. Customers have given us a lot of positive feedback regarding the quality of the hijab, which is incredibly comfortable and simple to style.

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1.0 BUSINESS REGISTRATION

1.1 Go-Commerce Registration

PERSONAL PROFILE		BUSINESS PROFILE	
Personal Information			
Name	: NUR AFIFAH BINTI MOHD FAUZI	Phone/Mobile	:
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		

Figure 1.1

PERSONAL PROFILE		BUSINESS PROFILE	
Personal Information			
Name	: NUR SYAFIQAH BINTI SHAHARUDDIN	Phone/Mobile	:
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		

Figure 1.2

1.2 Certificate e-Usahawan




Figure 1.3 MDEC Certificate



Figure 1.4 MDEC Certificate

1.3 The Companies Commission of Malaysia (SSM)



SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

SUNGGUHPUN SEGALA USAHA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN KEMASKINI PENDAFTAR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KERUGIAN KERANA MAKLUMAT YANG TERSILAP ATAU TERTINGGAL

**** MAKLUMAT PERNIAGAAN ****

NAMA PERNIAGAAN	: SYAFEEF EMPIRE
NO PENDAFTARAN	:
ALAMAT UTAMA PERNIAGAAN	:

BENTUK PERNIAGAAN	: PERKONGSIAN
TARIKH MULA BERNIAGA	: 09-06-2022
TARIKH PENDAFTARAN	: 18-06-2022
TARIKH LUPUT PENDAFTARAN	: 17-06-2023
STATUS	: AKTIF

**** JENIS PERNIAGAAN ****

SELLING VARIOUS TYPE HIJAB/SCARF, SELLING MONEY BOUQUET, SELLING HIJAB BOUQUET, SELLING SURPRISE GIFT BOX

**** MAKLUMAT CAWANGAN ****

*** TIADA CAWANGAN ***

Figure 1.5 Business information SSM

Nama Perniagaan : SYAFEEF EMPIRE
Nombor Pendaftaran : 202203152988 (003408398-X)



**** MAKLUMAT PEMILIK PERNIAGAAN TERKINI ****

NAMA : NUR SYAFIQAH BINTI SHAHARUDDIN
ALAMAT KEDIAMAN :
NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR :
BANGSA : MELAYU
JANTINA : PEREMPUAN
KEWARGANEGARAAN : WARGANEGARA MALAYSIA
TARIKH MASUK : 09-06-2022

NAMA : NUR AFIFAH BINTI MOHD FAUZI
ALAMAT KEDIAMAN :

NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR :
BANGSA : MELAYU
JANTINA : PEREMPUAN
KEWARGANEGARAAN : WARGANEGARA MALAYSIA
TARIKH MASUK : 09-06-2022

MAKLUMAT YANG DIBEKALKAN ADALAH EKSTRAK DARIPADA DOKUMEN YANG TELAH DIDAFHTARKAN DENGAN PENDAFTAR.

PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA
TARIKH : 18/06/2022

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.

UserID : EZBIZ Tarikh : Sat Jun 18 09:34:36 MYT 2022

2 / 2

Figure 1.6 Business Information SSM

1.4 Masmed Young Entrepreneur (MyENT)

UNIVERSITI TEKNOLOGI MARA | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2022935625
Nama	: NUR AFIFAH BINTI MOHD FAUZI
Program Pengajian	: SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
Fakulti	: Faculty of Hotel & Tourism Management
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Perkhidmatan Lain-Lain
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	: 202203152988
URL Perniagaan	: https://m.facebook.com/Syafeef.entri/
Alamat Premis Perniagaan	: GEMALAI GR-03, JALAN ASTANA ALAM 2, 13/3 BANDAR PUNCAK ALAM 42300 BANDAR PUNCAK ALAM SELANGOR
Tarikh Mendaftar	: 24 Jun 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 24 Jun 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 1.7 MYENT Certificate




UNIVERSITI TEKNOLOGI MARA

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2022925929
Nama	: NUR SYAFIQAH BINTI SHAHARUDDIN
Program Pengajian	: SARJANA MUDA SAINS (KEPUJIAN) PENGURUSAN PELANCONGAN
Fakulti	: Faculty of Hotel & Tourism Management
Kampus	: Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Perkhidmatan Lain-Lain
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	: 202203152988
URL Perniagaan	: https://m.facebook.com/Syafeef.ent/
Alamat Premis Perniagaan	: GEMALAI GR-03, JALAN ASTANA ALAM 2, 13/3 BANDAR PUNCAK ALAM 42300 BANDAR PUNCAK ALAM SELANGOR
Tarikh Mendaftar	: 24 Jun 2022
Tarikh Kemaskini	:
Tarikh Cetak	: 24 Jun 2022

Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Siji ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 1.8 MYENT Certificate

2.0 INTRODUCTION OF BUSINESS



Figure 2.1 Company Logo

2.1 Name and Address of Business

2.1.1 Name of Business

- Syafeef Entreprise

2.1.2 Address of Business

-

2.2 Organizational Chart

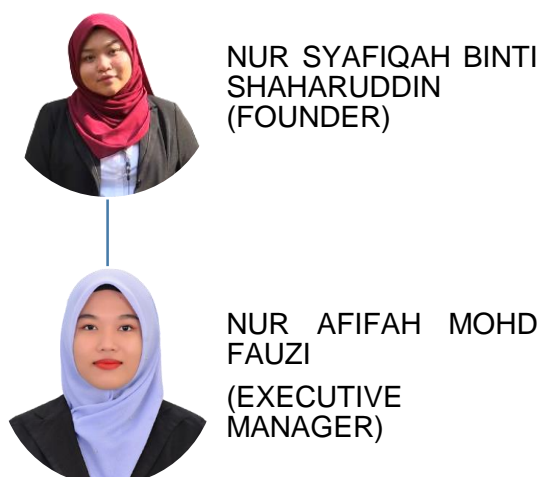


Table of figure 2.1

2.3 Mission and Vision

2.3.1 Mission

- Giving customers the satisfaction of wearing the best quality hijab which at the same time provides an affordable price.
- Be more attentive to each feedback given.
- Adopting the concept of “Customer Friendly:

2.3.2 Vision




Became a local hijab manufacturing company to be the main choice of branded hijabs.

2.4 Description of product

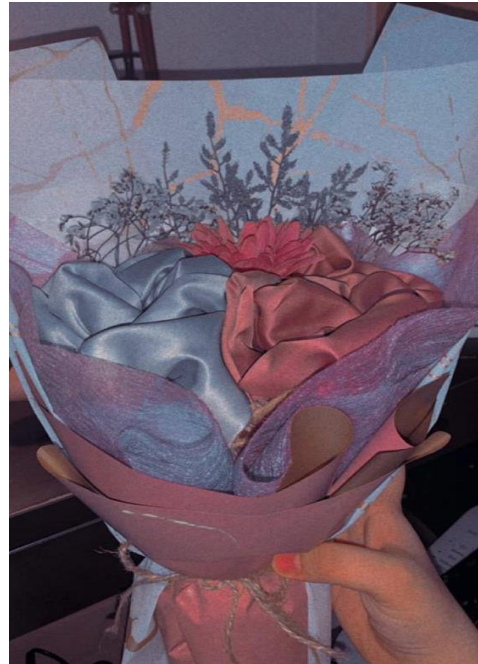
We sell various types of scarves, namely shawl and bawal scarves where the material on the shawl is a premium matte satin shawl. and 0.7 meters wide. The advantage of this premium matte satin shawl is that the fabric is not sparse, not slippery which gives the user convenience to enrich the shawl. What about bawal scarves? Bawal cotton voile is rectangular in shape where the area of the cover is 45, it is a quality cover that is very easy to shape and the fabric is not hot and is very suitable for the weather in Malaysia.

Next, we also provide a surprise delivery service for hijab bouquets. We offer various options to customers where there are hijab bouquets, money bouquets, and chocolate bouquets, each bouquet can be customized according to customer requirements. However, this surprise bouquet delivery service is only around Puncak Alam and Shah Alam, only the delivery price is subject to distance. In addition, we offer a surprise box service that is suitable to be given to long-distance couples, to parents in the village because this surprise gift box can be posted, customers will receive a box in which there are various types of chocolate, custom wish card and lid (optional)

2.5 Price List

<p>1. Shawl Satin Matte Premium RM 15.00</p>	 <p>SHAWL SATIN MATTE</p> <p>GET IT NOW</p>
<p>2. Bawal Cotton Voile RM 8.00</p>	 <p>BAWAL COTTON VOILE</p> <p>GET IT NOW</p>
<p>3. Hijab Bouquet – mini size RM 35</p>	 <p>Happy birthday to you, hon</p> <p>PREMIUM HIGAB BOUQUET</p>

4. Hijab bouquet – 2 pcs
hijab
RM 55



5. Hijab bouquet – 3 pcs
hijab + Chocolate
RM 70

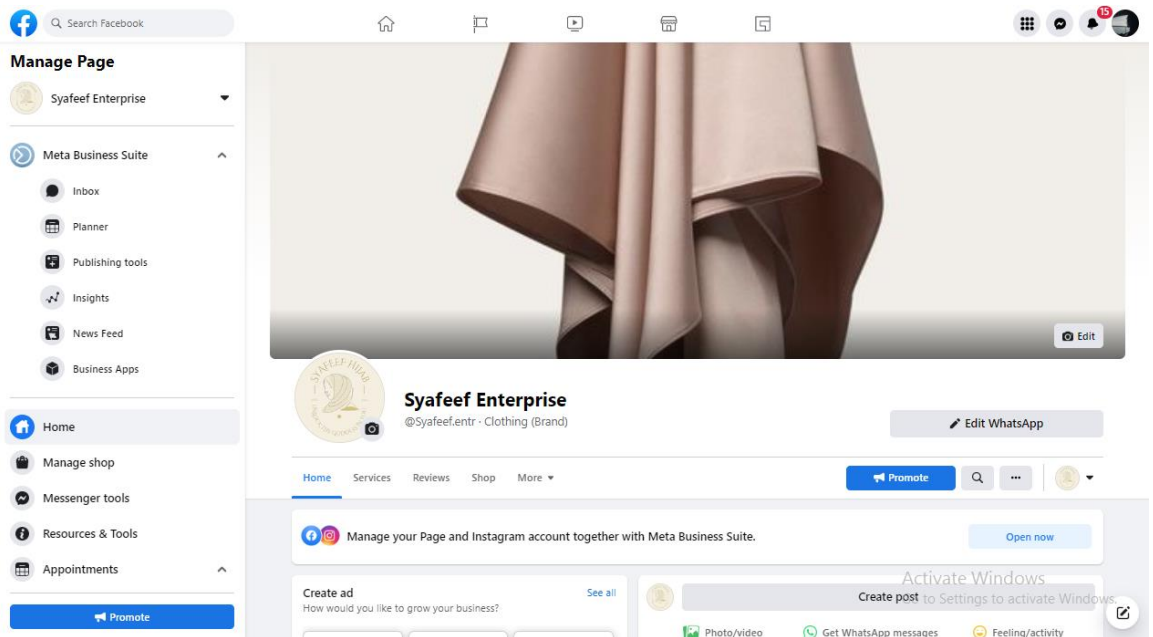


6. Surprise Hijab box
RM 50

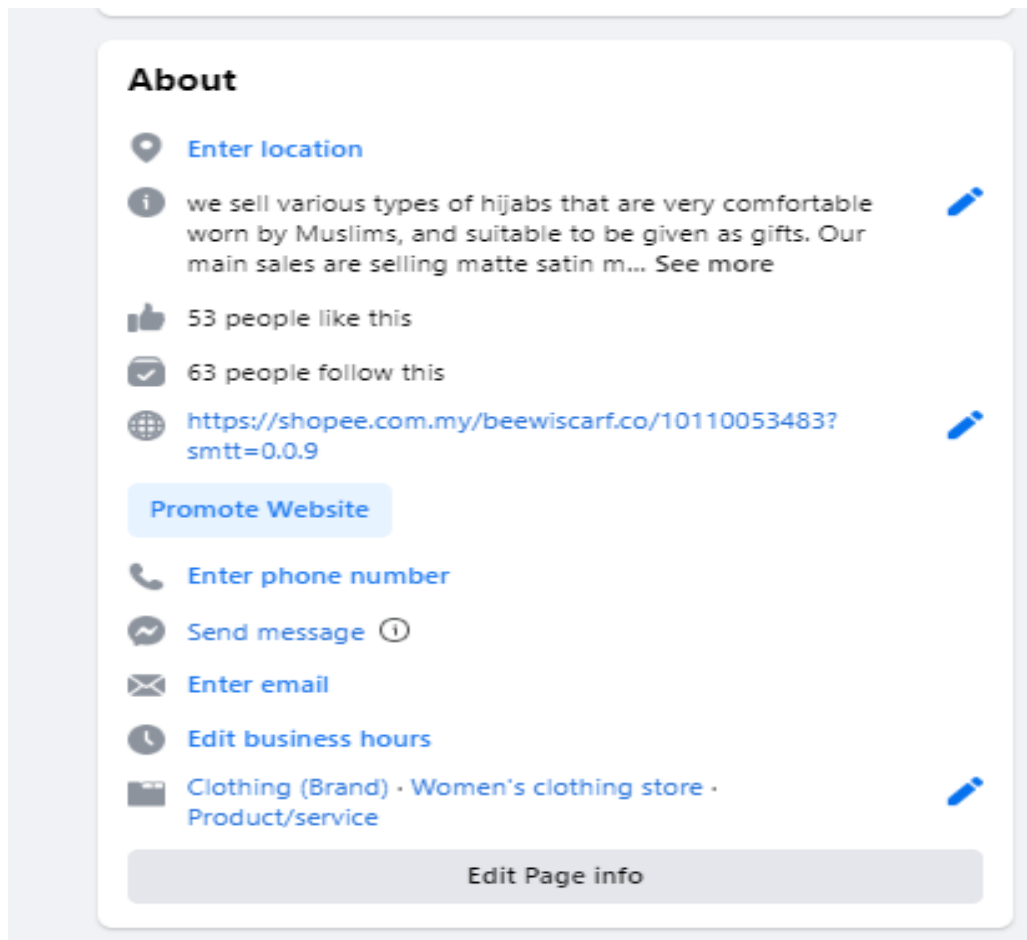


3.0 Facebook

3.1 Creating Facebook Page

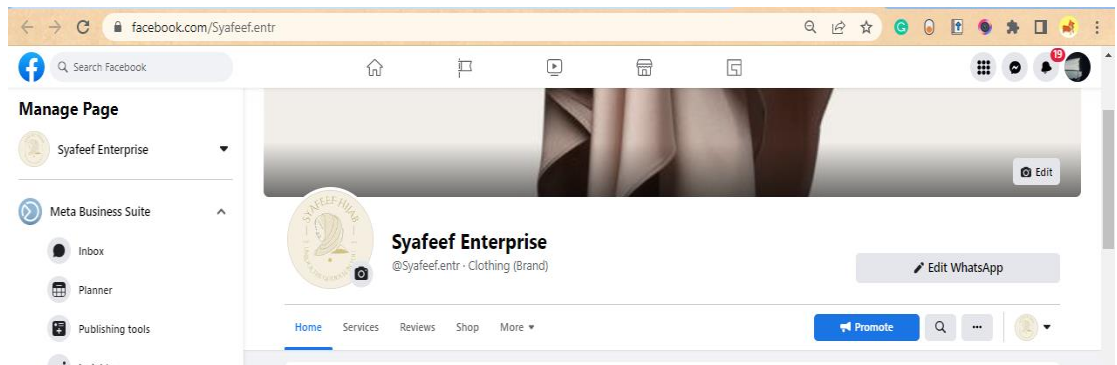


Figures 3.1 Facebook Page



Figures 3.2 Facebook Page information

3.2 Costuming URL Facebook Page



Figures 3.3 URL Facebook Page

- <https://www.facebook.com/Syafeef.entri>

3.3 Facebook post – Teaser

1. BERITA BAIK BARANG BAIK JANGAN LUPA SET TARIKH!
DAPAT TEKA KE BARANG APA YANG AKAN DIBAWA MASUK?
KEEP ON GUESSING GIRLS! 😊😊😊
😘😘



2. Tik.. Tok.. Tik.. Tok.. Hari bersilih ganti.
Tinggal 2 hari sahaja lagi untuk kami lancarkan produk terbaru kami!
Nantikan! 😊



3. BERBAKI 1 HARI SAHAJA LAGI SEBELUM "LAUNCHING"! 😊
ADA YANG DAPAT TEKA KE APA YANG TERISI DI DALAM BOX TU?
ADAKAH IA TELEKUNG? BAJU?
ATAUPUN TUDUNG? 😊😊😊



4. Esok adalah hari yang dinanti-nantikan!



Segala teka teki akan berakhir tidak lama lagi.

Jangan lupa untuk set masa di telefon anda! Jumpa esok!



5. Pst pst! Koleksi terbaru tudung kami akan keluar tidak lama lagi! Jangan lepaskan peluang anda untuk mengumpul koleksi tudung dari Syafeef Hijab! 🤩🤩



3.4 Facebook – Copywriting Hard Sell

1. Nak nampak mahal dengan harga yang berpatutan? Beli lah SHAWL SATIN MATTE PREMIUM dari Syafeef Hijab!

- Finishing
 - Jahitan Baby seam
- Size
 - Panjang: (1.8m) 70"
 - Lebar: (0.7m) 27"
- Material
 - Satin Matte Premium

Apa kelebihan shawl satin matte premium ni?

- ♥ Tidak Jarang
- ♥ Tidak Licin
- ♥ Senang Dibentuk
- ♥ Material Lembut

color might be slightly different due to lighting, but nearly the same and almost identical. this is also applying to other aspects.

RM 15

beminat?

www.wasap.my/601151196120/naktengokshawIN



2. Assalamualaikum dan Selamat Sejahtera ❤️

TUDUNG BAWAL COTTON VOILE PREMIUM PLAIN

Tudung bawal yang sesuai untuk dipakai harian lagi-lagi STUDENT.

- Bidang 45
- High Quality Voile
- Sangat senang dibentuk
- Sangat selesa dipakai kerana tidak panas

1 pcs : RM 8

2 pcs : RM 15

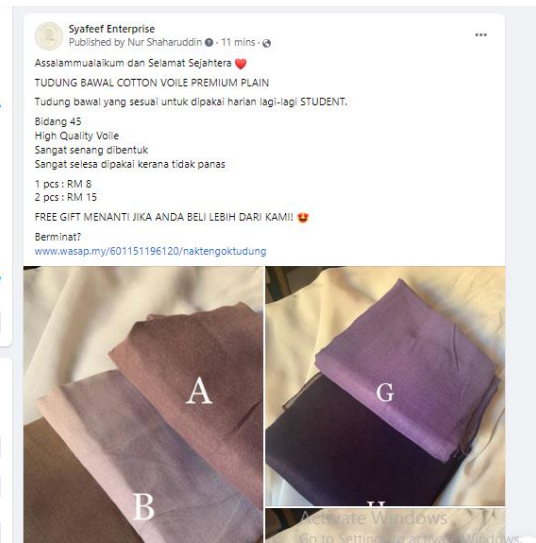
FREE GIFT MENANTI

JIKA ANDA BELI LEBIH DARI

KAMI! 😊

Berminat?

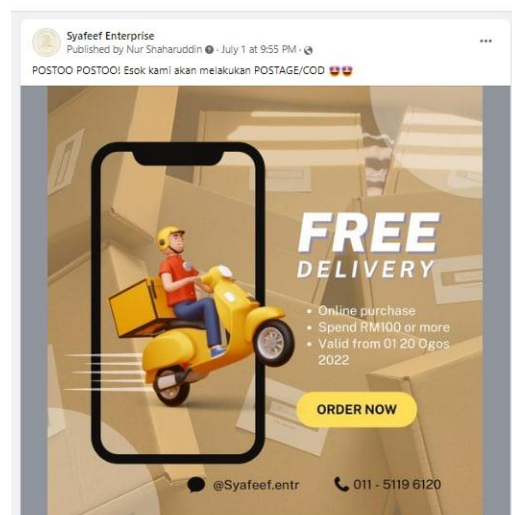
www.wasap.my/601151196120/naktengoktudung



3. POSTOO POSTOO! Esok kami akan melakukan POSTAGE/COD 📦📦

Sebarang ORDER, sila ke WhatsApp untuk fast response! WhatsApp kami sekarang

<http://www.wasap.my/601151196120/naktengoktudung>



4. BULAN BARU, KOLEKSI BARU! 🌈

MIN NAK SERU COTTON LOVERS OUT THERE KERANA KOLEKSI KALI INI KAMI MENGGUNAKAN COTTON MATERIAL YANG KUALITI TINGGI! 🍷

KORANG TAKPAYAH RISAU PASAL AWNING TUDUNG DAH!

Pembelian RM50 ke atas akan dapat diskaun sebanyak 30%!

Berbelanja sekarang!

<http://www.wasap.my/601151196120/naktengoktudung>



5. Siapa kata tudung tak boleh gubah jadi bouquet? Syafeef Hijab Enterprise menyediakan khidmat SURPRISE BOUQUET DELIVERY buat yang tersayang anda yang menetap di sekitar PUNCAK ALAM, SELANGOR! ❤️

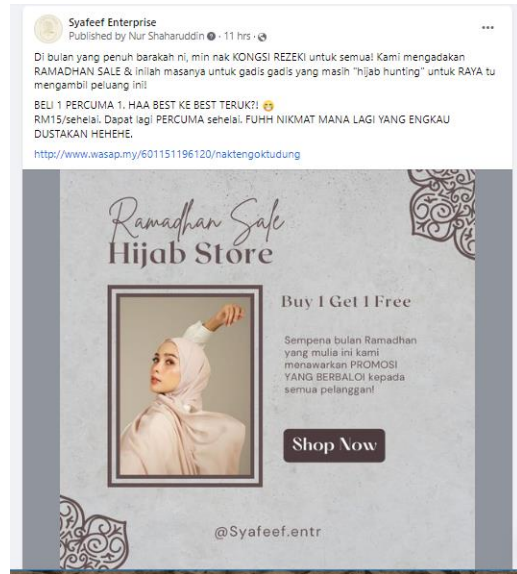
Yang bajet below RM100 tu memang sesuai sangat ORDER dengan kami! Yang pasti kami buat pasangan anda bahagia! Harga COD akan bergantung kepada setiap kawasan. Rate COD bermula dengan RM3.

Whatsapp kami sekarang untuk sebarang tempahan!

<http://www.wasap.my/601151196120/naktengoktudung>



6. Di bulan yang penuh barakah ni, min nak KONGSI REZEKI untuk semua! Kami mengadakan RAMADHAN SALE & inilah masanya untuk gadis gadis yang masih "hijab hunting" untuk RAYA tu mengambil peluang ini! BELI 1 PERCUMA 1. HAA BEST KE BEST TERUK?! 😊 RM15/sehelai. Dapat lagi PERCUMA sehelai. FUHH NIKMAT MANA LAGI YANG ENKKAU DUSTAKAN HEHEHE. <http://www.wasap.my/601151196120/naktengoktudung>



7. HOO HOO HOO! SURPRISE GIFT BOX COMING TO YOU! 🎁 GIFT BOX MAMPU MILIK BERMULA DENGAN RM35 SAHAJA. SEBARANG "REQUEST" BOLEH DIBUAT MELALUI WHATSAPP. HUBUNGI KAMI SEKARANG UNTUK TEMPAHAN <http://www.wasap.my/601151196120/naktengoktudung>



8. Penantian telah berakhir! Buat mereka yang tertanya-tanya ini adalah salah satu produk yang kami bawa masuk ke dalam Syafeef Hijab Enterprise iaitu Bawal Cotton Voile Premium.

- Kualiti : Cotton
- Bidang : Bidang 45 (standard bidang)
- Harga : RM8 sahaja!

Kelebihan tudung Bawal Cotton Voile

- Mudah bentuk
- Mudah digosok
- JARANG 7/10

Pilihan warna yang menarik

Harga student friendly

Dapatkan sekarang!

<http://www.wasap.my/601151196120/naktengoktudung>



9. Dah bosan dengan BOUQUET BUNGA? BOUQUET TUDUNG kan ada! Yang jauh kalau nak POSTAGE pun tiada masalah, kami boleh SETTLE demi anda!


RM35 - Hijab Bouquet 1 (Sehelai Shawl & Kad Ucapan)

RM50 - Hijab Bouquet 2 (2 helai Shawl & Kad Ucapan)

RM60 - Hijab Bouquet 3 (2 helai shawl, Kad Ucapan, Bunga & Coklat)

Harga COD akan bergantung kepada kawasan.



<p>Harga POSTAGE tidak akan dikenakan. Pelanggan akan membayar harga POS jika barang sudah tiba di rumah. Jadi apa tunggu lagi? Ws sekarang! http://www.wasap.my/601151196120/naktengoktudung</p>	
<p>10. Buntu birthday keluarga/kawan/pasangan/ dah nak dekat? Jangan bimbang Syafeef Hijab Enterprise kan adoo! 🥰</p> <p>GIFT BOX IS NOW AVAILABLE!</p> <p>GB 1 - 1 SHAWL, PACKAGING, 1 KAD UCAPAN RM35 GB 2 - 2 SHAWL, PACKAGING, 1 KAD UCAPAN, COKLAT RM45 GB 3 - 3 SHAWL, PACKAGING, 1 KAD UCAPAN, COKLAT, STRING LIGHT RM55</p> <p>Berminat? Terus hello kami di WhatsApp 🥰 http://www.wasap.my/601151196120/naktengoktudung</p>	

11. Buat kesayangan Min yang baru nak belajar pakai tudung tapi tak tau nak pakai style apa, PINLESS is one of the best solution dengan Shawl Matte Satin Min ni. Kurang kedut pun ya tau kalau lilit banyak kali pun.

Harga tak sampai RM20 pun. Material tudung kualiti tiptop.

Esok ada POSTAGE, siapa nak selit order boleh contact Min sekarang.

Harga POSTAGE korang bayar masa barang sampai okiee. 🙄

<http://www.wasap.my/601151196120/naktengoktudung>



12. Selamat hujung minggu kesayangan Min! ❤️

Hujung minggu nak pergi dating dengan buah hati jangan marah-marah pasangan tau disebabkan awning tak jadi. Kalau dah degil sangat awningnya tu ha, beli je dengan Min. Below RM10 je. Takpun share dekat boyfriend tu bagi as a hint. Siapa tag boyfriend dia, nanti Min terus settle tepi suruh dia tanya korang nak warna apa k. Kita kawtim 🙄

Macam biasa, cari je Min kat WhatsApp. Kalau chat kat FB takut Min terlepas pandang chat korang.

<http://www.wasap.my/601151196120/naktengoktudung>



13. Cantiknyaa model kita pakai Shawl

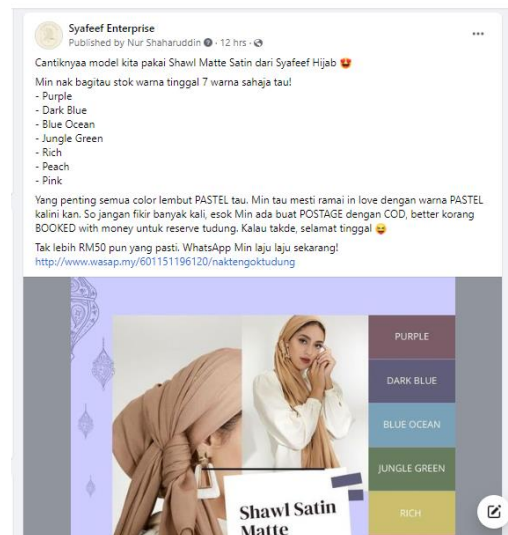
Matte Satin dari Syafeef Hijab 🥰

Min nak bagitau stok warna tinggal 7 warna sahaja tau!

- Purple
- Dark Blue
- Blue Ocean
- Jungle Green
- Rich
- Peach
- Pink

Yang penting semua color lembut PASTEL tau. Min tau mesti ramai in love dengan warna PASTEL kalini kan. So jangan fikir banyak kali, esok Min ada buat POSTAGE dengan COD, better korang BOOKED with money untuk reserve tudung. Kalau takde, selamat tinggal Tak lebih RM50 pun yang pasti. WhatsApp Min laju laju sekarang!

<http://www.wasap.my/601151196120/naktengoktudung>

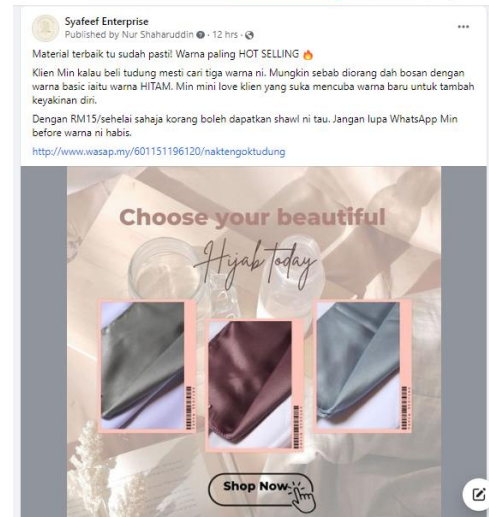


14. Material terbaik tu sudah pasti! Warna paling HOT SELLING 🔥

Klien Min kalau beli tudung mesti cari tiga warna ni. Mungkin sebab diorang dah bosan dengan warna basic iaitu warna HITAM. Min mini love klien yang suka mencuba warna baru untuk tambah keyakinan diri.

Dengan RM15/sehelai sahaja korang boleh dapatkan shawl ni tau. Jangan lupa WhatsApp Min before warna ni habis.

<http://www.wasap.my/601151196120/naktengoktudung>



15. Shawl lovers mari merapat semua! 🍷🍷

Shawl Matte Satin ni selalu dapat pujian tau walaupun dia satin! Tudung satin korang mesti senang kedut and susah nak bentuk kan tapi yang ni lain dari lain. Dah la RM15/sehelai. Dia ibarat barang kayangan tapi harga mampu milik. Siapa je nak bagi selain Min haa 😊
Better grab now before habis stok! WhatsApp Min laju laju ok.

<http://www.wasap.my/601151196120/naktengoktudung>



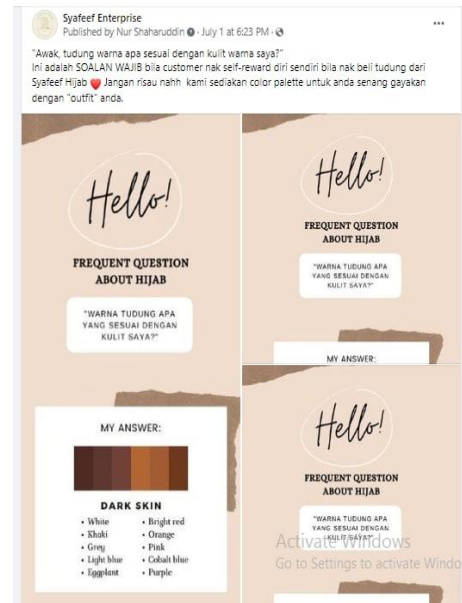
16. Dah bosan pakai shawl? Jangan risau Bawal Cotton Voile sedia menyelamatkan para wanita semua! 😍😍 Bawal Cotton Voile kita ni sangat behave dan boleh dipakai as Turban & Shawl juga tau! RM8/sehelai. Jangan lupa dapatkan sekarang! Sebarang pesanan boleh dibuat di Whatsapp <http://www.wasap.my/601151196120/naktengoktudung>



3.5 Facebook – Copywriting Soft Sell

1. "Awak, tudung warna apa sesuai dengan kulit warna saya?"

Ini adalah SOALAN WAJIB bila customer nak self-reward diri sendiri bila nak beli tudung dari Syafeef Hijab ❤️ Jangan risau nahn kami sediakan color palette untuk anda senang gayakan dengan "outfit" anda.



2. "DAH CUBA SENANG BETUL BENTUK. DAH LA CANTIKI!"

Kita tak pernah "overclaim" tudung kita senang bentuk tapi customer sendiri banyak bagi feedback seperti ini! Tudung Matte Satin yang kelihatan mahal ini mampu anda miliki jika beli dengan kami! ❤️ Dapatkan Satin Matte Shawl dari Syafeef Hijab sekarang!



3. Ahlan Wasahlan Ya Ramadhan! Moga segala amalan kita diberkati ❤️
Salam Ramadhan dari Syafeef Hijab Enterprise 🕌❤️

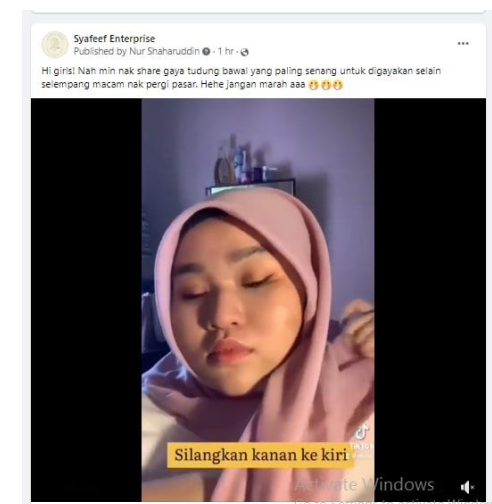


4. Selamat Hari Raya Aidilfitri gegadisku tercinta! ❤️

Buat [#syafbabies](#) jangan lupa untuk share OOTD korang okay! 🥰❤️



5. Hi girls! Nah min nak share gaya tudung bawal yang paling senang untuk digayakan selain selempang macam nak pergi pasar. Hehe jangan marah aaa 🤔🤔



6. Pernah tertanya-tanya tak kenapa tudung kita makin lama makin berbulu? Benang senang tercabut? 🤔 Haa MESTI TAK JAGA KUALITI TUDUNG dengan ELOK KAN? Meh min kongsi CARA PENJAGAAN TUDUNG DENGAN BETUL ❤️ Mencari kualiti tudung yang terbaik & cantik semestinya di SYAFEEF HIJAB ENTERPRISE okay uolss 🥰🥰🥰🥰



7. Hello holla! Sudah sudah lahtu lilit shawl macam nak tercekik tengkuk korang girls. Sakit mata min tengok 🤔 Apa kata korang cuba style shawl baru yang kami sediakan ni. Enjoy! 🥰 Jangan lupa tag [#syafbabies](https://www.instagram.com/syafbabies) kalau gunakan gaya ni ok girls.



8. Hello wello! Min nak tanya, korang lebih prefer yang mana?

Lebih kepada, muslimah, feminin atau masculine outfit? Yang mana pun pilihan korang, min saja nak bagitau kalau beli Bawal/Shawl dari Syafeef Hijab semua style tu masuk tau! Sebabnya... bidang tudung kami lebar dan material yang kami gunakan tu sangat selesa!

Jangan lupa singgah tengok catalog tudung kami ❤️



9. PERHATIAN PERHATIAN! 📣

GIEVAWAY GIVEAWAY GIVEAWAY
GIVEAWAY ADA SYARAT YA UNTUK
MASUK GIVEAWAY MIN 🥳🥳

🌹 FOLLOW KAMI DI INSTAGRAM

🌹 LIKE FB PAGE SYAFEEF ENTERPRISE

🌹 BAGI KAMI SEBAB KENAPA KAMI
PERLU MEMILIH ANDA SEBAGAI
PEMENANG GIVEAWAY INI.

GIVEAWAY berjalan dalam masa
seminggu sahaja. Minggu yang
Seterusnya kami akan mengumumkan
PEMENANG.

Jangan lupa untuk JOIN kerana hadiah
GIVEAWAY kami bernilai lebih dari
RM100! Jangan lupa sebarkan kepada
kawan-kawan korang! 🥳



10. THIS OR THAT? 🤔

Mesti korang pening kan BAWAL & SHAWL yang kami jual ni tak boleh nak pelbagaikan style untuk pakai. Ofc la boleh! Kita buat dia, bukan dia buat kita okie. Material kita guna Cotton Voile Premium untuk tudung Bawal. Matte Sattin pula untuk Shawl. Semestinya senang untuk bentuk & style kan.

Nah min share antara style yang boleh korang gayakan!

Kalau gayakan, post & tag kami okay! ❤️



11. KATAKAN TIDAK KEPADA KEPAM! 🤔



BUAT PARA PARA GADIS MIN YANG TERSAYANG, KITA AS HIJABIS SENTIASA KENA MENJAGA "HYGIENE" YA. KALAU DAH TAU TUDUNG SEBELUM NI TU BERPELUH TERUK, JANGAN ESOKNYA DIPAKAI LAGI.

NAH MIN SHARE TIPS UNTUK ELAKKAN BERBAU. MOGA BERMANFAAT 😊



12. TODAY IS THE DAY!!!

ANNOUNCEMENT UNTUK PESERTA GIVEAWAY!

DRUMROLL PLEASE EVERYONE! 🥁🥁



TAHNIAH KEPADA PEMENANG! 🎉

- INTAN DIYANA (SF)

- LIYANA PUTERI (SD)

JANGAN LUPA UNTUK CLAIM HADIAH GIVEAWAY ANDA DI WHATSAPP KAMI! BUAT YANG TIDAK TERPILIH, JANGAN BERSEDIH ADA REZEKI MIN AKAN OPEN GIVEAWAY LAGI OKAY! TERUS KEKAL MENYOKONG SYAFEEF HIJAB ENTERPRISE! 🥰🥰🥰🥰🥰❤️❤️



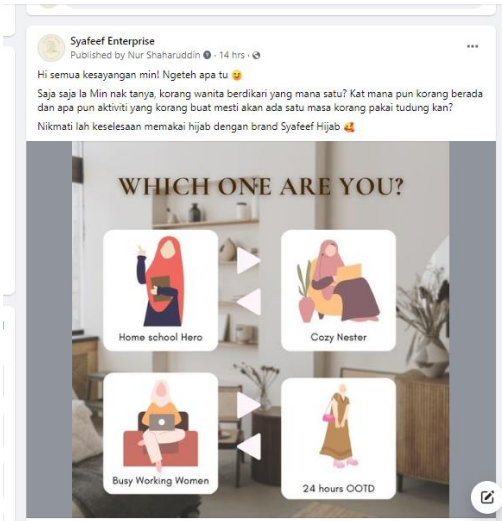
13. Siapa kat sini suka kumpul kupon?

Angkat tangan! 🙋

Jangan lupa untuk gunakan kod "SYAFEEFBEST" & dapat 5% off untuk setiap pembelian hingga hujung bulan ni! Kongsi dengan rakan-rakan okay! Boleh OOTD dengan tudung Syafeef Hijab and tag kami! Jangan lupa okay! 🥰🥰🥰



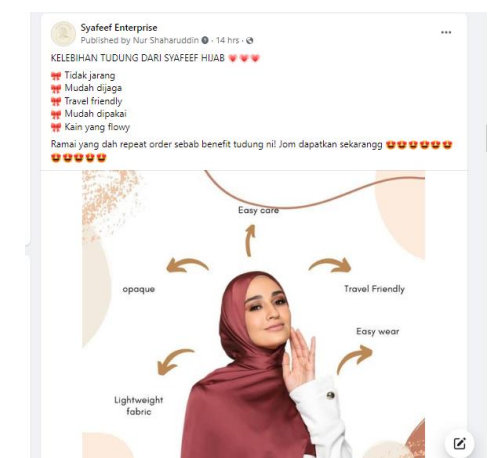
14. Hi semua kesayangan min! Ngeteh apa tu 😊 Saja saja la Min nak tanya, korang wanita berdikari yang mana satu? Kat mana pun korang berada dan apa pun aktiviti yang korang buat mesti akan ada satu masa korang pakai tudung kan? Nikmati lah keselesaan memakai hijab dengan brand Syafeef Hijab 🥰



15. Hai wanita wanita min yang tercintaa! 🥰 Berkumpul sikit wanita wanita min yang selalu letak tudung merata lepastu boleh hilang and tak ingat letak kat mana tu. Min nak babap! Meh min nak bagi tips supaya tudung tu tak hilang especially kalau tudung dari Syafeef Hijab. Kalau takda, kena wajib ada okie! 😊



16. KELEBIHAN TUDUNG DARI SYAFEEF HIJAB 🥰🥰🥰
 🎀 Tidak jarang
 🎀 Mudah dijaga
 🎀 Travel friendly
 🎀 Mudah dipakai
 🎀 Kain yang flowy
 Ramai yang dah repeat order sebab benefit tudung ni! Jom dapatkan sekarang 🥰🥰🥰🥰🥰🥰🥰🥰



4.0 Number of likes

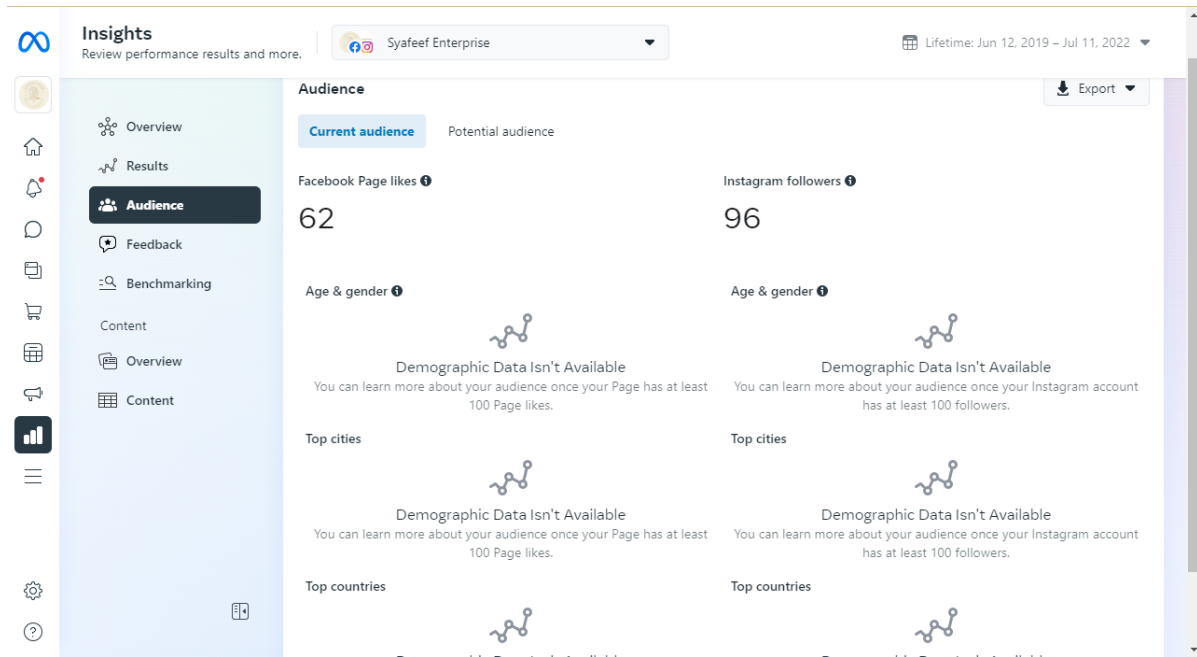


Figure 4.1 Numbers of like using marketplace

5.0 Sales Report

Go-eCommerce

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Syafeef Enterprise	16/04/2022	online	Social Media		15				BAWAL BIDANG *45 - code B BAWAL BIDANG *45 - code D NAME: HASMIERA FAZIERA HANDPHONE: 013 3655 6351 ADDRESS: KOLEJ DAHLIA 3	02/07/2022
Syafeef Enterprise	12/05/2022	online	Social Media		15				SHAWL SATIN MATTE - MINT GREY NAMA: NUR FATIN FARHANA BINTI MOHD ROSTAM HANDPHONE: 013-493 4183 ADDRESS: KOLEJ DAHLIA 3	02/07/2022
Syafeef Enterprise	12/05/2022	online	Social Media		15				SHAWL SATIN MATTE - DARK PURPLE NAME: NUR IZZATI BINTI HISHAM ADNAN HANDPHONE: 0179354572 ADDRESS: KOLEJ DAHLIA 3	02/07/2022
Syafeef Enterprise	12/05/2022	online	Social Media		15				SHAWL SATIN MATTE - BLACK NAME: INTAN DIYANA HANDPHONE: 018 278 3892 ADDRESS: KOLEJ DAHLIA 3	02/07/2022
Syafeef Enterprise	11/05/2022	online	Social Media		15				SHAWL SATIN MATTE - BLACK NAME: SHARIDAH HANDPHONE 017 541 0516 ADDRESS KOLEJ DAHLIA 1	02/07/2022

Table figure

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Syafeef Enterprise	11/05/2022	offline			15				SHAWL SATIN MATTE - MINT GREY NAME: NAURAH BALQIS HANDPHONE: 017 921 6031 ADDRESS: KOLEJ DAHLIA 3	02/07/2022
Syafeef Enterprise	19/04/2022	offline			15				BAWAL BIDANG *45 - CODE A & B	02/07/2022
Syafeef Enterprise	18/04/2022	offline			15				SHAWL SATIN MATTE - SKYBLUE	02/07/2022
Syafeef Enterprise	18/04/2022	online	Social Media		15				BAWAL BIDANG *45 - CODE B & D	02/07/2022
Syafeef Enterprise	17/04/2022	offline			8				BAWAL BIDANG *45 - CODE B	02/07/2022
Syafeef Enterprise	16/04/2022	online	Social Media		15				SHAWL SATIN MATTE - SKYBLUE NAME: NOOR SHUKIRRAH HANDPHONE: 01133739924 ADDRESS: KOLEJ DAHLIA 2	02/07/2022
Syafeef Enterprise	16/04/2022	online	Social Media		15				BAWAL BIDANG *45 - CODE A & B	02/07/2022
Syafeef Enterprise	22/06/2022	online	Social Media		38				SHAWL SATIN MATTE - SOFT BROWN DUSTY PINK NAME: SYAHIRAH HANDPHONE: 019314 2965 ADDRESS: KOLEJ DAHLIA	02/07/2022
Syafeef Enterprise	18/06/2022	expenses				Delivery	Postage	8		02/07/2022

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Syafeef Enterprise	26/06/2022	online	Shopee		50				SURPRISE GIFT BOX NAME: FARAHIN AZMAN HANDPHONE 011 3751 4498 ADDRESS: NO.10, JALAN NIBONG 20, TAMAN DAYA, JOHOT BAHRU	02/07/2022
Syafeef Enterprise	18/06/2022	expenses				Delivery	Postage	8		02/07/2022
Syafeef Enterprise	09/03/2022	online	Social Media		35				HIJAB BOUQUET - CODE HB1 NAME: MUHAMMAD TAUFIQ HANDPHONE: 017 504 9084 ADDRESS: SEKSYEN 7, SHAH ALAM, JALAN KRITSTAL	02/07/2022
Syafeef Enterprise	29/04/2022	online	Social Media		60				HIJAB BOUQUET - CODE HB3	02/07/2022
Syafeef Enterprise	05/01/2022	online	Social Media		50				SURPRISE GIFT BOX NAME: NURUL IZZATI HANDPHONE: 014 6064756	02/07/2022
Syafeef Enterprise	06/01/2022	expenses				Delivery	Postage	8	SB1 NAME: ZARINA BINTI ALI DIN HANDPHONE: 011 1339 8714 ADDRESS: JALAN NALURI SUKMA 16/1, PUNCAK ALAM	02/07/2022
Syafeef Enterprise	30/04/2022	expenses				Goods	Stock	22.5	20 HELAI BAWAL BIDANG *45	02/07/2022

6.0 Conclusion

To sum up, creating this social media portfolio allowed us to gain experience and learn a lot. We liked the experience we had in finishing this task, to be completely honest. To maintain profitability for our organization, we studied how to manage internet business on social media platforms. Knowing more about an online business might help us in online marketing since more and more individuals these days choose to purchase online as opposed to visiting a mall or other store. This is since it is much easier for them to obtain.

We anticipate continued success for our online company since it is essential for us to realize our ambition of being a well-known hijab brand in the Malaysian fashion industry. To fulfil the demands and desires of the consumer and to keep them loyal to our brand, we will do all in our power to maintain the quality and pricing of my product. Moreover, we believe that by allowing them to work for our firm soon, the success we will achieve in the future will contribute to a decline in unemployment rates.

Last but not least, in this social media portfolio assignment, social media is currently the ideal medium for engaging with customers and it benefits our business. We gained confidence by interacting with clients as well as learning how to catch internet users' attention, run our own business in the real world, draw people to us in person, and advertise our items. We have seen several "Meta" business tool features on Facebook, and we believe they are quite beneficial for start-ups and small company owners. Last but not least, we are expecting that this would draw greater attention to our company, Syafeef Enterprise.

7.0 Appendices



Figure 7.1 Customer Surprise Bouquet



Figure 7.2 Customer Surprise Bouquet



Figure 7.3 Feedback Customer



Figure 7.4 Feedback Customer

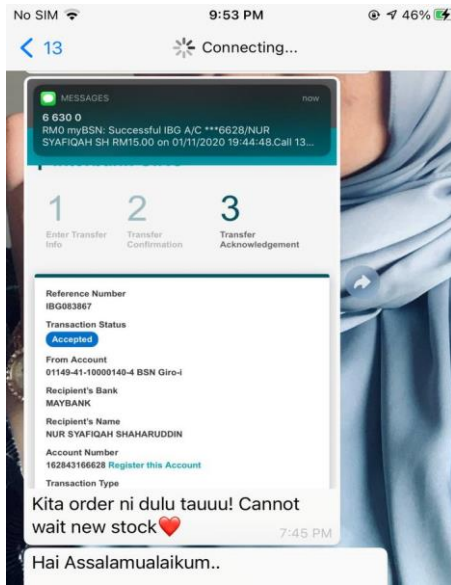


Figure 7.5 Feedback Customer



Figure 7.6 Feedback Customer

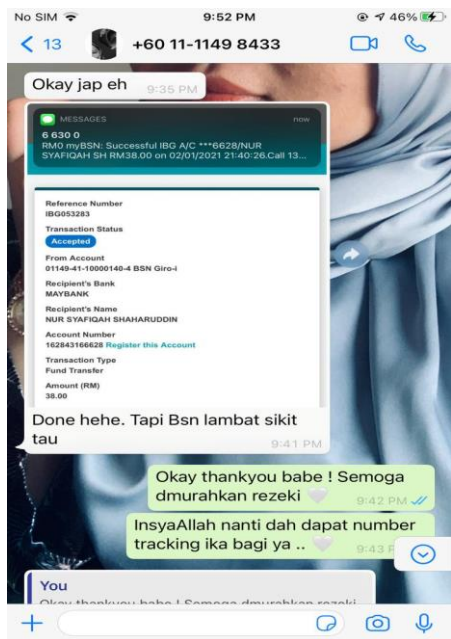


Figure 7.7 Feedback Customer



Figure 7.8 Feedback Customer