



اَوْنِيُوْ سِيْتِيْ تِيْكَوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF OFFICE SYSTEMS MANAGEMENT (HONS)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

PAIR ASSIGNMENT – SOCIAL MEDIA PORTFOLIO:

CALLA LILY HIJAB

BA2322A

PREPARED BY:

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PREPARED FOR:

RASLAN BIN NORDIN

SUBMISSION DATE:

31 JULY 2022

ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY.


Calla Lily Hijab is a newly established business in January 2022. Calla lily hijab has a very high goal, which is to sell hijabs at a very reasonable price. This is because Calla Lily wants all levels of society to be able to have hijabs that are reasonable in price and good quality. The name of Calla Lily is taken from the name of the flower, the owner gets an idea when they want to buy a flower. They found that the name of the flower was very interesting, therefore they took the name of the flower to make their own hijab brand. This business sells a variety of colour hijab, and the material of hijab is cotton, this type of hijab is called “bawal bidang 40”. All types of hijab colours are suitable for all women and Calla Lily hijab is often the focus among women who are teenagers and aged 20-40. This hijab is often the focus of people when it comes to the festival season, especially Eid. Not only that, the Calla Lily hijab is also a focus among college students. This is because the Calla Lily hijab is very minimal and suitable for college students. This business also offers cash on delivery (COD) for customers who live in Penang and Kedah and customers who are far away can use online transfer service.


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1.0 GO-ECOMMERCE REGISTRATION (PRINTSCREEN)





 HOME

 MY PROFILE

 MY BUSINESS

 MY LEARNING


 MY NOTIFICATIONS

 MORE

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

PERSONAL PROFILE

BUSINESS PROFILE



NUR SYAZWANA BINTI
SAIFUL RIDZUAN


Personal Information


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


Institution Information


[Add New](#)


Figure 1: Go-Ecommerce Personal Profile (Print screen)





 HOME

 MY PROFILE

 MY BUSINESS

 MY LEARNING


 MY NOTIFICATIONS

 MORE

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

PERSONAL PROFILE

BUSINESS PROFILE



NUR SYAZWANA BINTI
SAIFUL RIDZUAN

Company Name	:	Calla Lily Hijab	Company Registration No.	:		Edit
Type Of Business	:	Sdn. Bhd	Business Role	:	Product Owner	
Facebook Page	:	https://www.facebook.co m/LilyCallaCollection	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	Others	Business Website	:		
Business Related to Your Study Field	:		Type Of Website	:		
			Experience in International Export	:	No	

Available Contest

Figure 2: Go-Ecommerce Business Profile (Print screen)

PERSONAL PROFILE
BUSINESS PROFILE



Nurul Najwa Fatimah Binti Mohd Jamalludin

Personal Information

Name	:	Nurul Najwa Fatimah Binti Mohd Jamalludin	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:		
Personal Facebook	:					
Gender	:	Female	Race	:	Malay	
Marital Status	:	Single	Special Need Required	:	No	


Institution Information

UiTM Puncak Alam - Entrepreneurship Semester Mar 2022

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	:	Selangor	Name of Institution	:	UiTM Puncak Alam
Address of Institution	:	Universiti Teknologi			

Figure 3: Go-Ecommerce Personal Profile (Print screen)

PERSONAL PROFILE
BUSINESS PROFILE



Nurul Najwa Fatimah Binti Mohd Jamalludin

Company Name	:	Calla Lily Hijab	Company Registration No.	:		Edit
Type Of Business	:	Sdn. Bhd	Business Role	:	Product Owner	
Facebook Page	:	http://www.facebook.com /LilyCallaCollection	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	Others	Business Website	:		
Business Related to Your Study Field	:		Type Of Website	:		
			Experience in International Export	:	No	

Figure 4: Go-Ecommerce Business Profile (Print screen)

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS





Figure 5: Calla Lily Hijab's Logo

Our company is called Calla Lily. The name of the company was inspired by a flower. This flower is also known as *Zantedeschia* sp. We chose this name because the flower comes in a variety of colours and can be grown in a container, either outdoors or indoors. To ensure the success of our business, we take meaning very seriously. According to the earlier meaning, we make a variety of colours, just as flowers have a variety of colours. Buyers will not be disappointed if the colour of the Hijab they desire is not available. Meaning grows both inside and outside. We made the material of this hijab not too hot and suitable to be worn anywhere, whether it is closed or open, for meaning grows indoors and outdoors.

Our warehouse is in Sungai Petani, Kedah. We've been storing all of our inventory and conducting all of our business there. We used two methods of delivery: cash-on-delivery and postage. We try to reach a customer in Penang and Kedah who lives nearby for cash-on-delivery. In addition, for those who live far away, we offer postage through courier services such as Pos Laju and J&T. We will only offer COD delivery on weekends because we do not want to disrupt our customers' busy weekdays, and we will try to submit the order every day for postage.

Lastly, our business can be reached through WhatsApp number which is (Nur Syazwana) and (Nurul Najwa). We also promote our business through social media platform such as Facebook (@CallaLilyCollection).

2.2 ORGANIZATION CHART

	
NUR SYAZWANA BINTI SAIFUL RIDZUAN	NURUL NAJWA FATIHAH BINTI MOHD JAMALLUDIN

BUSINESS OWNER

2.3 MISSION AND VISION

- I. **Mission** - To provide a variety of hijab colors that are beautiful and attractive and suitable for use by various age groups.
- II. **Vision** - To be one brand of hijab which has high quality and reasonable price.

2.4 DESCRIPTION OF PRODUCTS



Figure 6: Calla Lily's Collection

Calla Lily Hijab is a brand that has developed a brand concept that includes a women's clothing store and a hijab scarf. Currently, our company sells four types of collections: light series, nude series, pink series, and dark series. We create these colours based on what people buy on a regular basis. We can assist customers in purchasing their favourite colours by offering four series options.

Light series for the first series. This light series is ideal for those who enjoy bright colours such as white, cream, and others. This is because, based on my observations, some people prefer to dress in bright colours. Furthermore, this makes it easier for customers who want to get married and want to buy a simple ivory white hijab that is inexpensive and can save

money to be match with a wedding dress. For the second series, which is the nude series. Nude colors are a brownish-white colour. It can sometimes be mistaken for beige colour due to the similar mixture of brown and white. Because of its neutral tone, nude is an ubiquitous colour in beauty and fashion. With this series, we can choose the right colour before styling it. The third series is the dark series. Dark series is suitable to be worn with bright coloured clothes to prevent their outfit from drowning. For fans of dark colours, they must already know that this dark colour can raise the tone of their face. The last series is the pink series. The reason is that pink, being a more decided and stronger colour for women. Apart from that, if the woman wears a colour like this, they will look more beautiful and personable. This colour is perfect for weddings.

As for the services, Calla Lily provides postage for those who live far away and delivery service for customers who live in Penang and Kedah. We usually charge RM3 for every kilometer. The reason why we charged the delivery fee is because we need to pay for the fuel to go to their place

2.5 PRICE LIST

Calla Lily hijab only focuses on one type of hijab which is plain hijab, we sell various hijab colours with a price of RM 10.00. Therefore we offer reasonable prices according to how many pieces the customer buys.

PRODUCT (PER PCS)	PRICE
1 PCS	RM 10
2 PCS	RM18
3PCS	RM 25
5PCS	RM40
10 PCS	RM 60
20 PCS	RM 100
100 PCS	RM 450

3.0 FACEBOOK (FB)

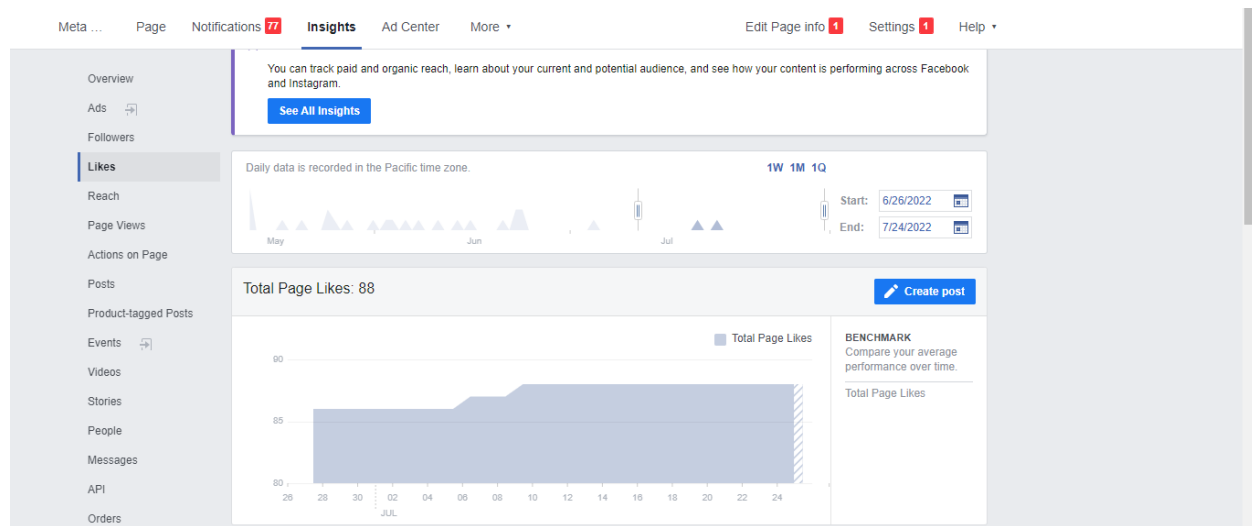
It is my responsibility as a seller to create a Facebook page to promote our products and services to Facebook users as we start our business. We can share basic product information by creating a Facebook page. As a result, setting up a Facebook page is an excellent way to connect our company with customers online. For the Calla Lily Collection Facebook page, I created teaser, soft sell, and hard sell posts.

3.1 Creating Facebook (FB) page

i) Facebook (FB) page



ii) Insight Facebook (FB) page

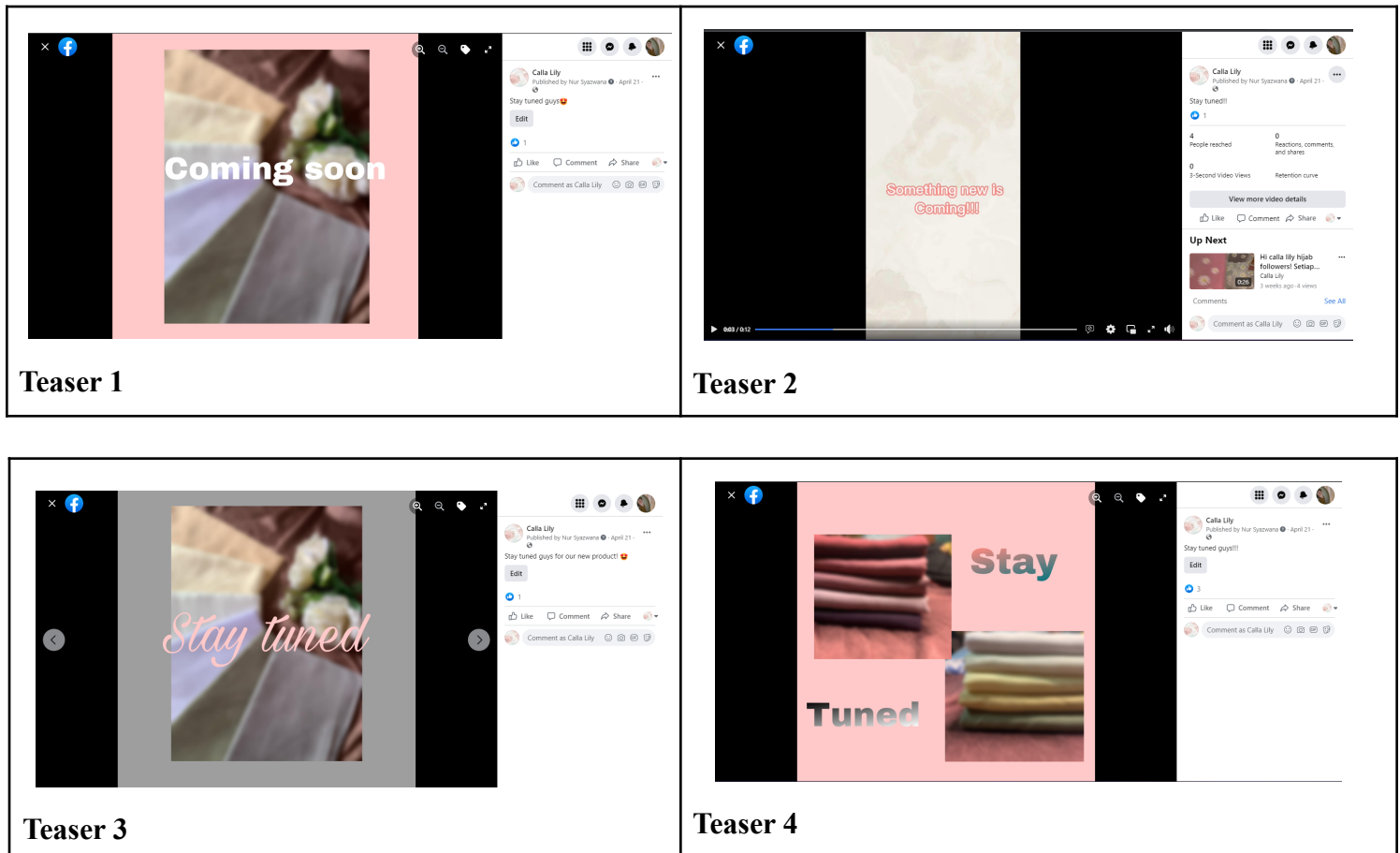


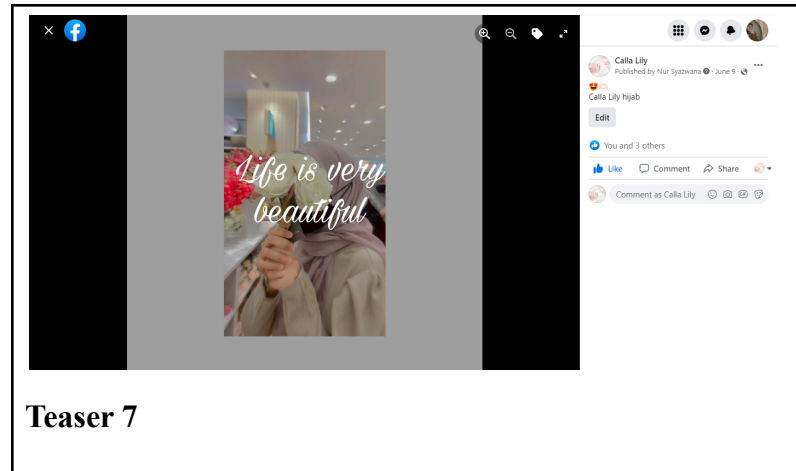
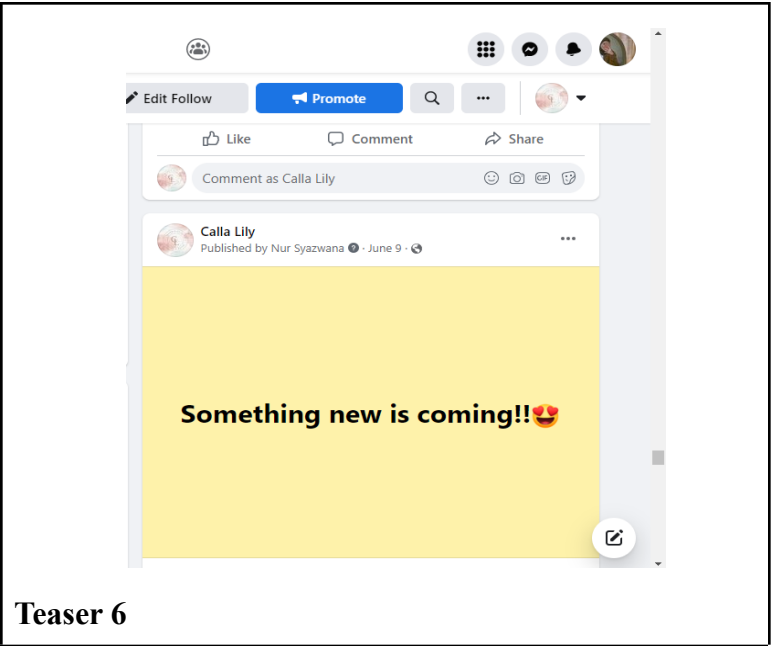
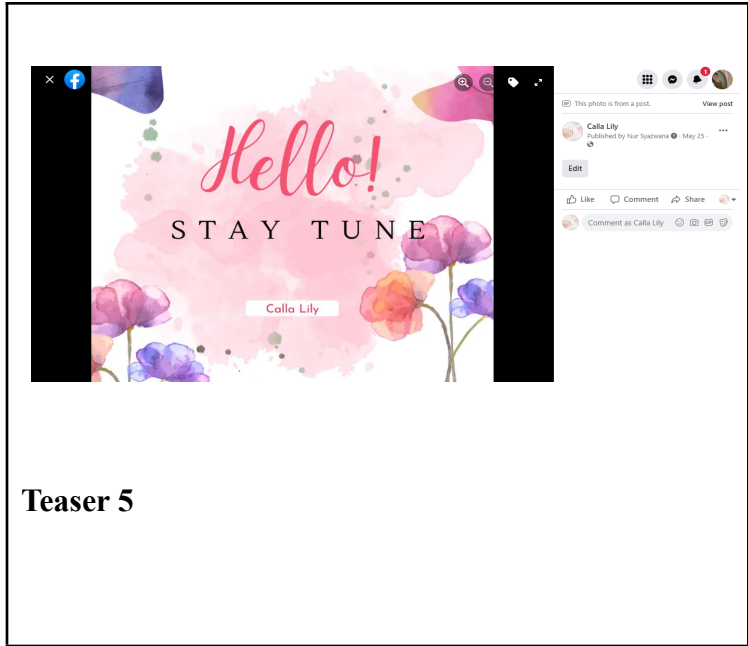
3.2 Customizing URL Facebook (FB) Page



Fb page URL <https://www.facebook.com/LilyCallaCollection>

3.3 Facebook (FB) Post - Teaser





3.4 Facebook (FB) - Copywriting (Hard Sell)

HARD SELL 1

Calla Lily
Published by Nur Syazwana · June 9 · 🌐

Assalamualaikum and good morning everyone! 🌸

Kami menjual




- ✓ Bawal mudah bentuk
- ✓ Awning on point
- ✓ Mudah di gosok/ diseterika
- ✓ Kain tidak terlalu jarang

Bidang 45 ✨
Material cotton ✨

Sehelai RM10 shj

Whatsapp kami sekarang!

<https://wa.link/yxmnot> ✓
<https://wa.link/yxmnot> ✓
<https://wa.link/yxmnot> ✓



BAWAL	
COTTON 845	
1 PCS	RM10
2 PCS	RM18
3 PCS	RM25
5 PCS	RM40
10 PCS	RM60
20 PCS	RM100
100 PCS	RM450

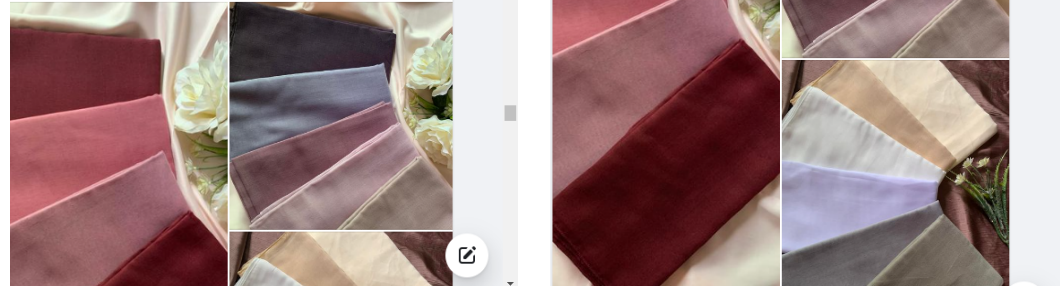
HARD SELL 2

Calla Lily
Published by Nur Syazwana · June 16 · 🌐

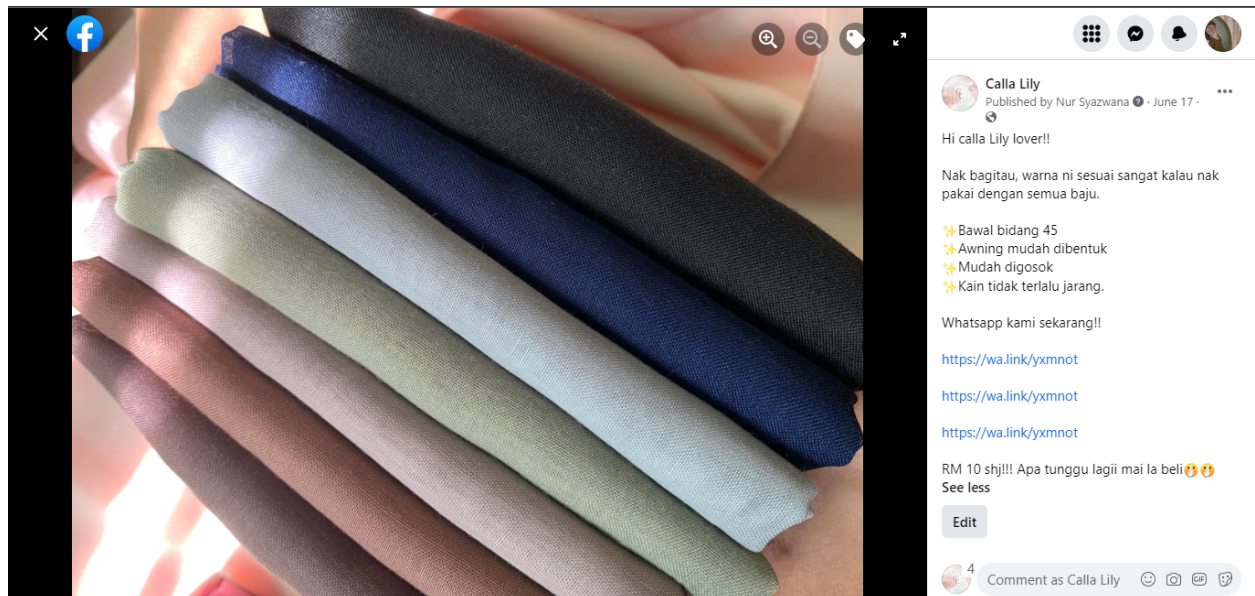
Cantikkan warna dia? 🤔

Bawal bidang 45
Awning senang dibentuk
Mudah digosok.

Sehelai RM10 shj.
Berminat sila pm kami. 😊



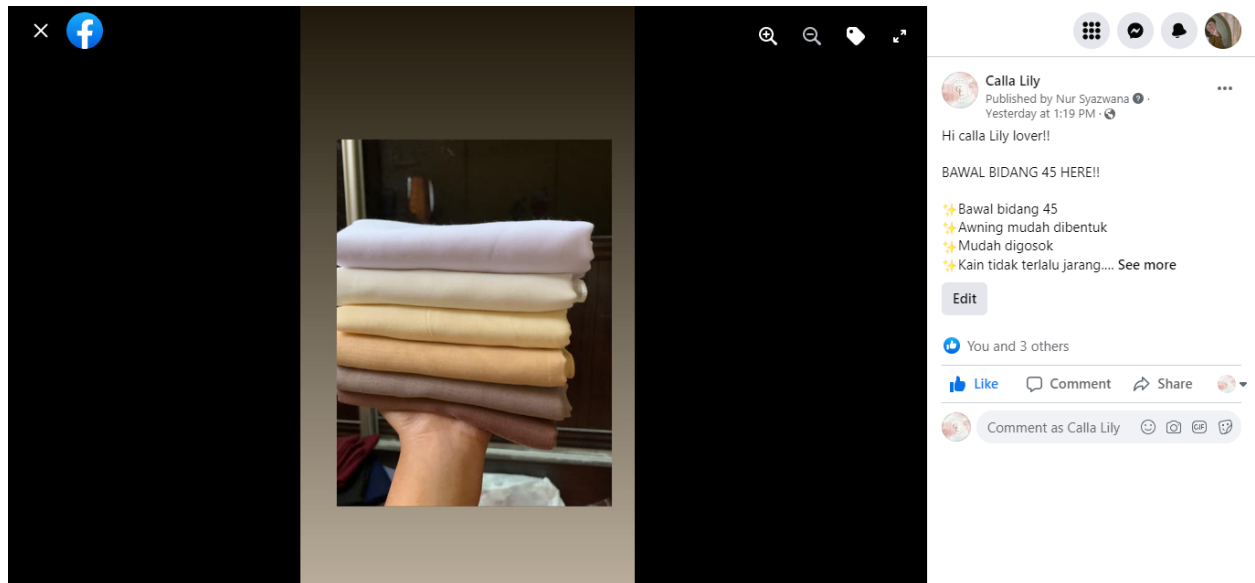
HARD SELL 3



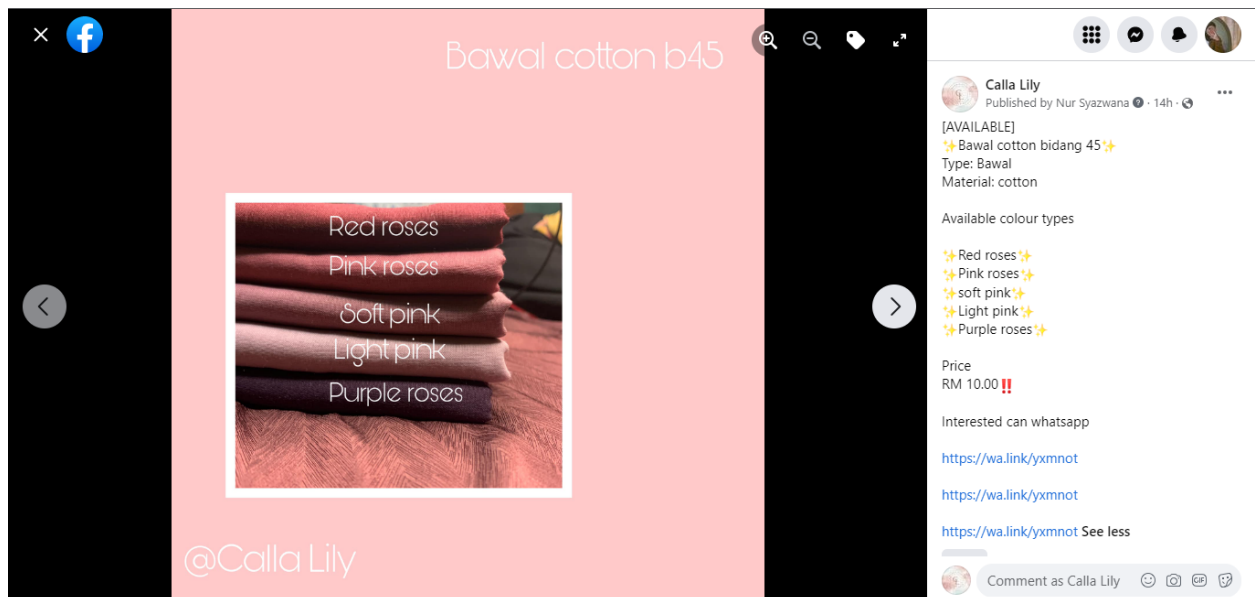
HARD SELL 4



HARD SELL 5



HARD SELL 6



HARD SELL 7

×

f

Bawal cotton b45



@Calla Lily

Calla Lily

Published by Nur Syazwana · 14h ·

[AVAILABLE]

✦ Bawal cotton bidang 45 ✦

Type: Bawal

Material: cotton

Available colour types

✦ Pure white ✦
✦ Soft white ✦
✦ Sunflower ✦
✦ Teh ais ✦
✦ Green tea ✦

Price

RM 10.00 !!

Interested can whatsapp us

<https://wa.link/yxmnot>

<https://wa.link/yxmnot>

<https://wa.link/yxmnot> See less

Comment as Calla Lily


😊 📷 🗨️ 🗑️

HARD SELL 8

×

f

Bawal cotton b45



@Calla Lily

Calla Lily

Published by Nur Syazwana · 14h ·

[AVAILABLE]

✦ Bawal cotton bidang 45 ✦

Type: Bawal

Material: cotton

Available colour types

✦ Coco ✦
✦ Softbrown ✦
✦ Soft Purple ✦

Price

RM 10.00 !!

Interested can whatsapp us

<https://wa.link/yxmnot>

<https://wa.link/yxmnot>

<https://wa.link/yxmnot> See less

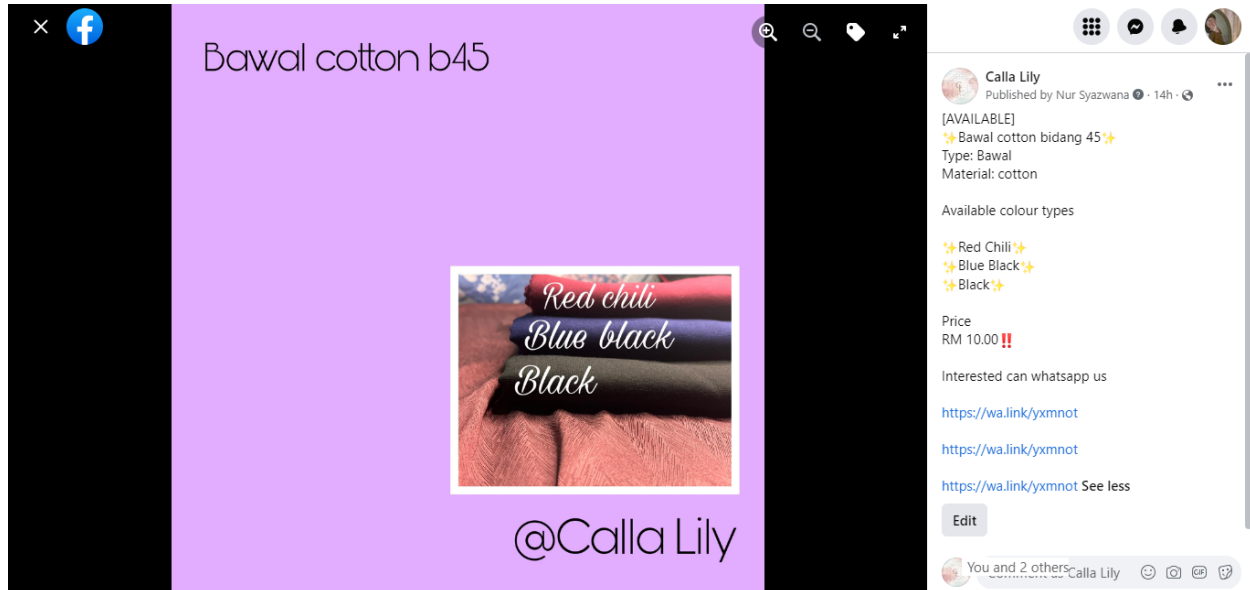
Edit

You and 2 others

Calla Lily

😊 📷 🗨️ 🗑️

HARD SELL 9



Bawal cotton b45

Red chili
Blue black
Black

@Calla Lily

Calla Lily
Published by Nur Syazwana · 14h ·

[AVAILABLE]
✦ Bawal cotton bidang 45 ✦
Type: Bawal
Material: cotton

Available colour types

✦ Red Chili ✦
✦ Blue Black ✦
✦ Black ✦

Price
RM 10.00 !!

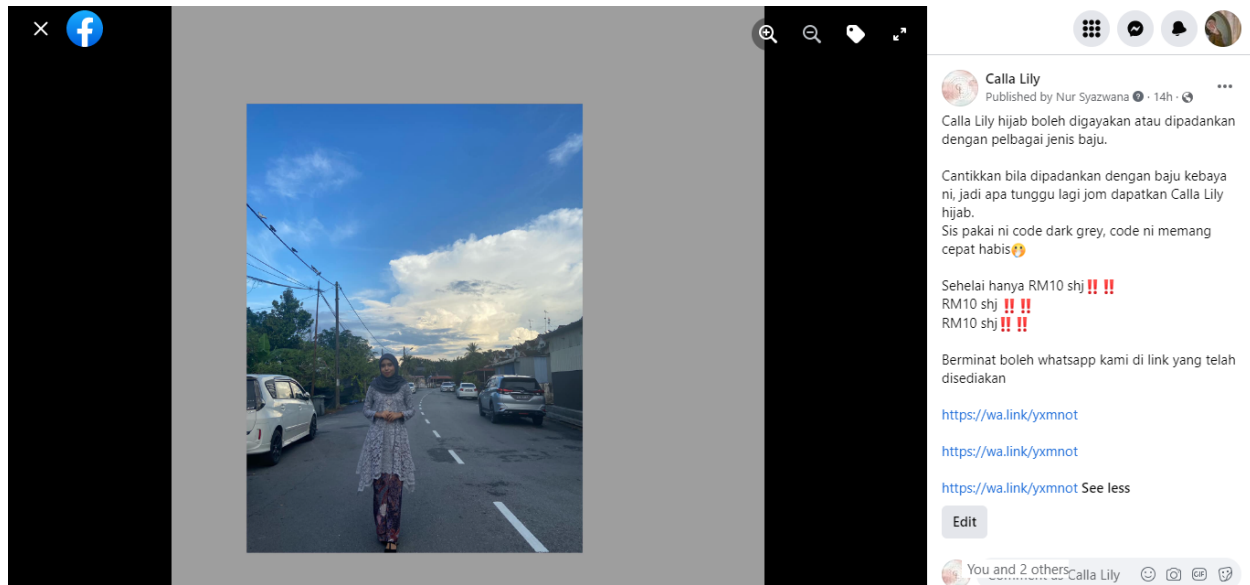
Interested can whatsapp us

<https://wa.link/yxmnot>
<https://wa.link/yxmnot>
<https://wa.link/yxmnot> See less

Edit

You and 2 others · Calla Lily

HARD SELL 10



Calla Lily hijab boleh digayakan atau dipadankan dengan pelbagai jenis baju.

Cantikkan bila dipadankan dengan baju kebaya ni, jadi apa tunggu lagi jom dapatkan Calla Lily hijab.

Sis pakai ni code dark grey, code ni memang cepat habis

Sehelai hanya RM10 shj !!
RM10 shj !!
RM10 shj !!


Berminat boleh whatsapp kami di link yang telah disediakan

<https://wa.link/yxmnot>
<https://wa.link/yxmnot>
<https://wa.link/yxmnot> See less

Edit

You and 2 others · Calla Lily

HARD SELL 11



2 12

Calla Lily
Published by Nur Syazwana · 14h · 🌐

Awning tudung On point!!!
Cepat dapatkan segera Calla Lily hijab yg sis pakai ni code red chili.

Bawal murah!
RM10shj !!
RM10shj !!
RM10shj !!

Berminat boleh pm kami di link whatsapp ni

<https://wa.link/yxmnot>
<https://wa.link/yxmnot>
<https://wa.link/yxmnot> See less


Edit

You and 2 others

Like Comment Share

Comment as Calla Lily

HARD SELL 12



Made from cotton fabric, that's easy to care and wear everyday

Calla Lily
Published by Nur Syazwana · 14h · 🌐

✨ Black ✨

BAWAL BIDANG 45
✨ mudah digosok ✨
✨ Awning senang bentuk ✨
✨ kain tidak terlalu jarang ✨

SEHELAI RM10shj !!

Berminat boleh terus pm kami di link whatsapp

<https://wa.link/yxmnot>
<https://wa.link/yxmnot>
<https://wa.link/yxmnot> See less

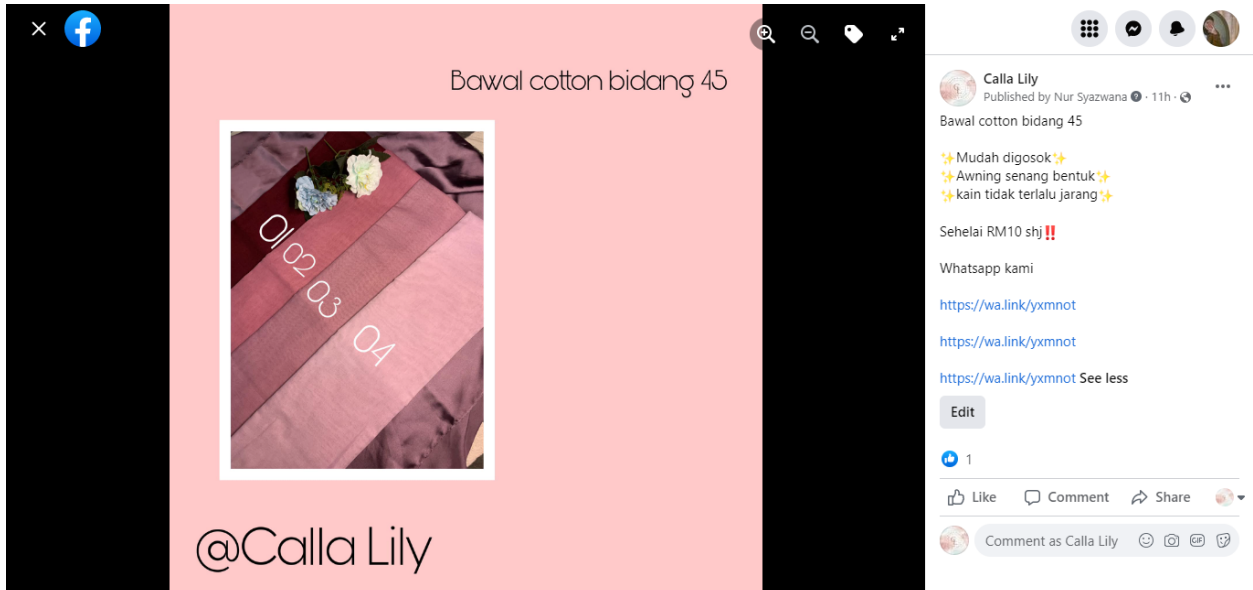
Edit

1


Like Comment Share

Comment as Calla Lily

HARD SELL 13



Bawal cotton bidang 45



@Calla Lily

Calla Lily
Published by Nur Syazwana · 11h · 🌐

Bawal cotton bidang 45

- ✨ Mudah digosok ✨
- ✨ Awning senang bentuk ✨
- ✨ kain tidak terlalu jarang ✨

Sehelai RM10 shj !!

Whatsapp kami

<https://wa.link/yxmnot>

<https://wa.link/yxmnot>

<https://wa.link/yxmnot> See less

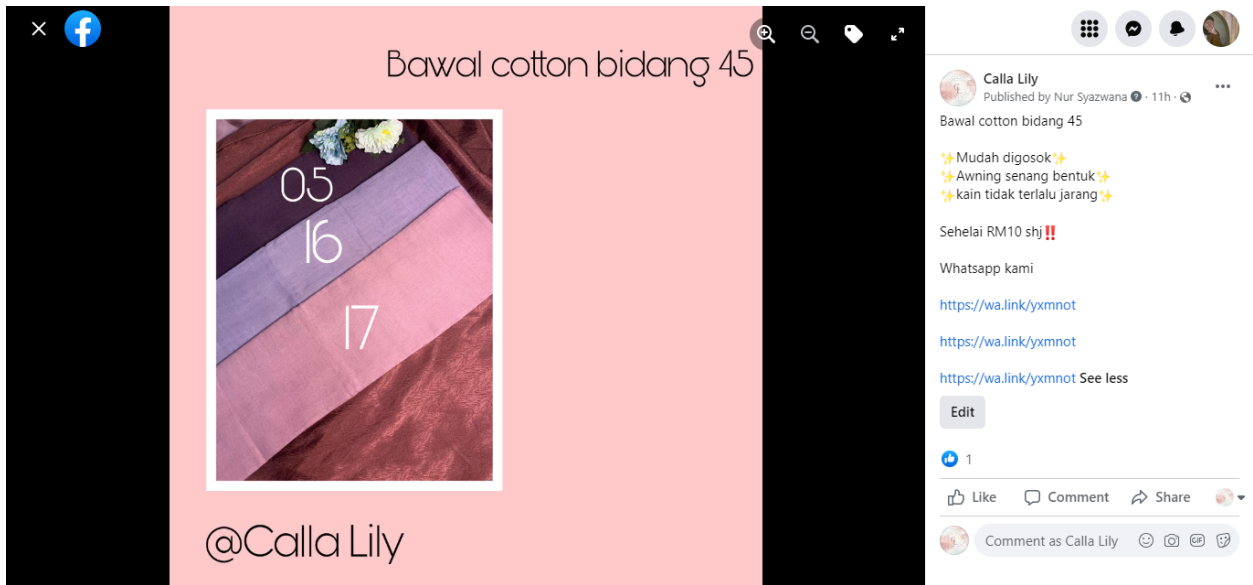
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👍 1

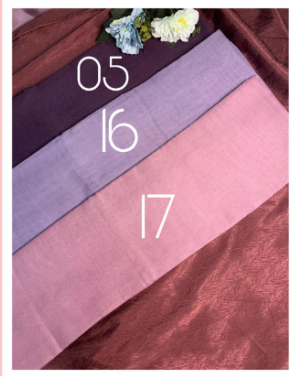
👍 Like 💬 Comment ➦ Share 🌐

Comment as Calla Lily 🗨 📷 📄 🗑

HARD SELL 14



Bawal cotton bidang 45



@Calla Lily

Calla Lily
Published by Nur Syazwana · 11h · 🌐

Bawal cotton bidang 45

- ✨ Mudah digosok ✨
- ✨ Awning senang bentuk ✨
- ✨ kain tidak terlalu jarang ✨

Sehelai RM10 shj !!

Whatsapp kami

<https://wa.link/yxmnot>

<https://wa.link/yxmnot>

<https://wa.link/yxmnot> See less

Edit

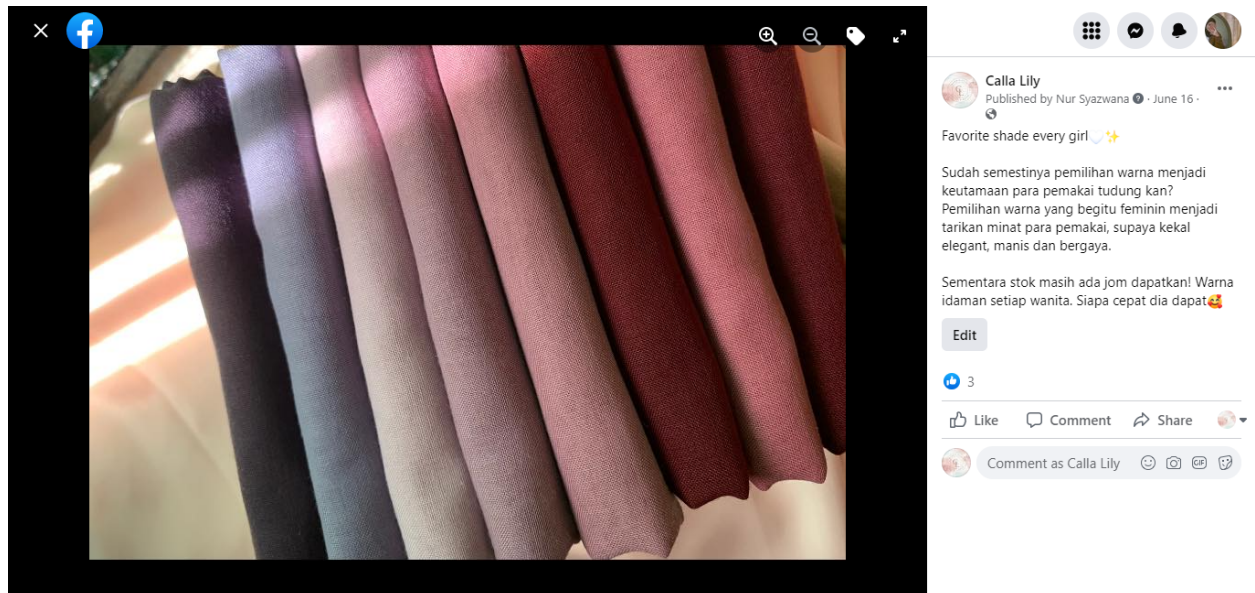
👍 1

👍 Like 💬 Comment ➦ Share 🌐

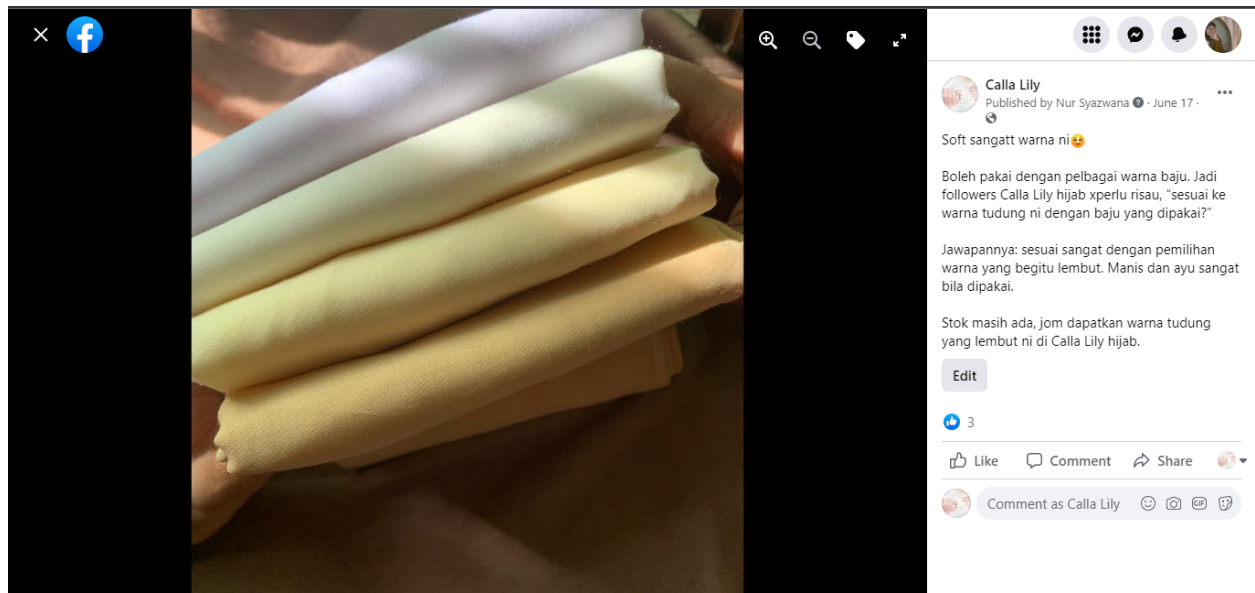
Comment as Calla Lily 🗨 📷 📄 🗑

3.5 Facebook (FB) - Copywriting (Soft Sell)

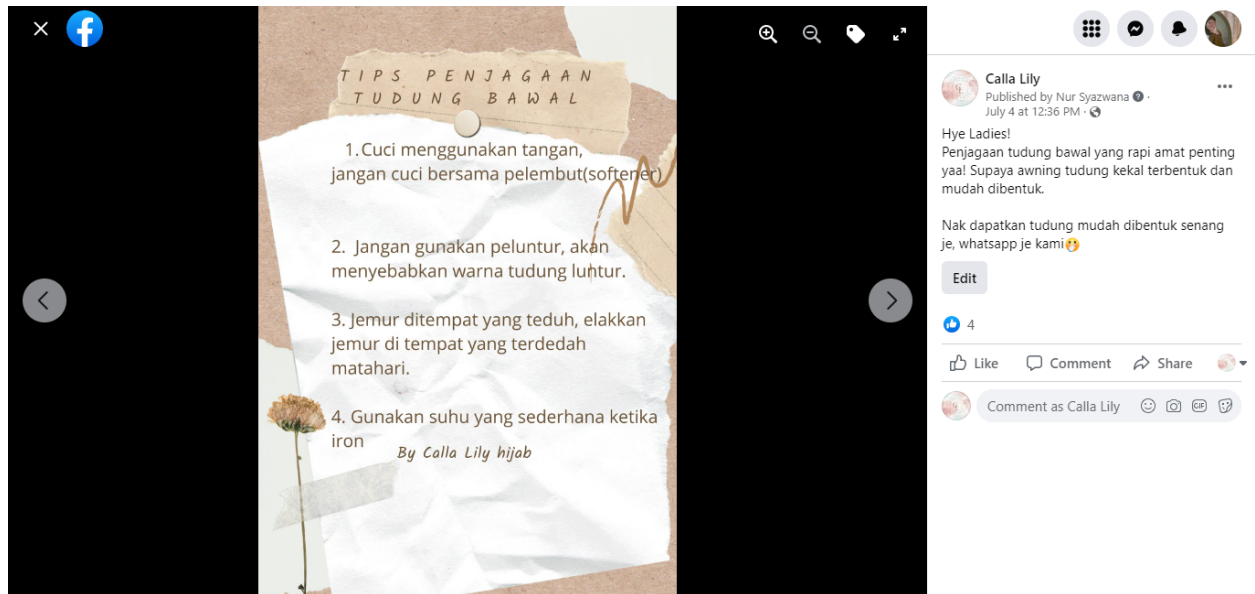
SOFT SELL 1



SOFT SELL 2



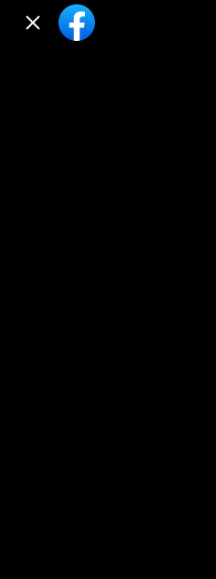
SOFT SELL 3





SOFT SELL 4




SOFT SELL 5







**Calla Lily**
Published by Nur Syazwana ·
July 4 at 4:17 PM · 🌐

Nak awning tudung kekal on point dari pagi sampai ke petang?
Mudah sahaja! Cuma pakai Calla Lily hijab jer, hehehe 🤔🤔

Awning tudung tahan lama sentiasa on point, dan sudah pasti hari anda akan ceria je, Pakai calla Lily hijab terus jadi extra cantik!

Haa tunggu apa lagi, jom dapatkan Calla Lily hijab.
Siapa cepat dia dapat! 🤔

Edit

You and 4 others

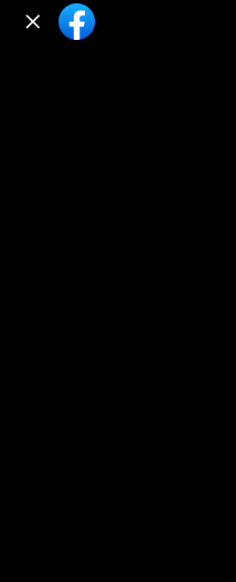
Like


Comment


Share


Comment as Calla Lily

SOFT SELL 6







**Calla Lily**
Published by Nur Syazwana ·
July 4 at 4:27 PM · 🌐

Mesti pernah rasa badmood, nak marah bila awning tudung tak jadi 🤔 yes ladies, hanya kita je paham perasaan tu macam mana kan? Rasa tak nak keluar rumah je 🤔

Tapi kalau ada satu kokeksi tudung, yang boleh selesaikan masalah ladies ni mesti best kan? Ceria je sepanjang masa 🤔

Don't worry ladies, calla lily boleh selamatkan masalah anda semua 🤔

Jadi apa tunggu lagi jom dapatkan Calla Lily hijab sekarang 🤔

Edit

You and 4 others

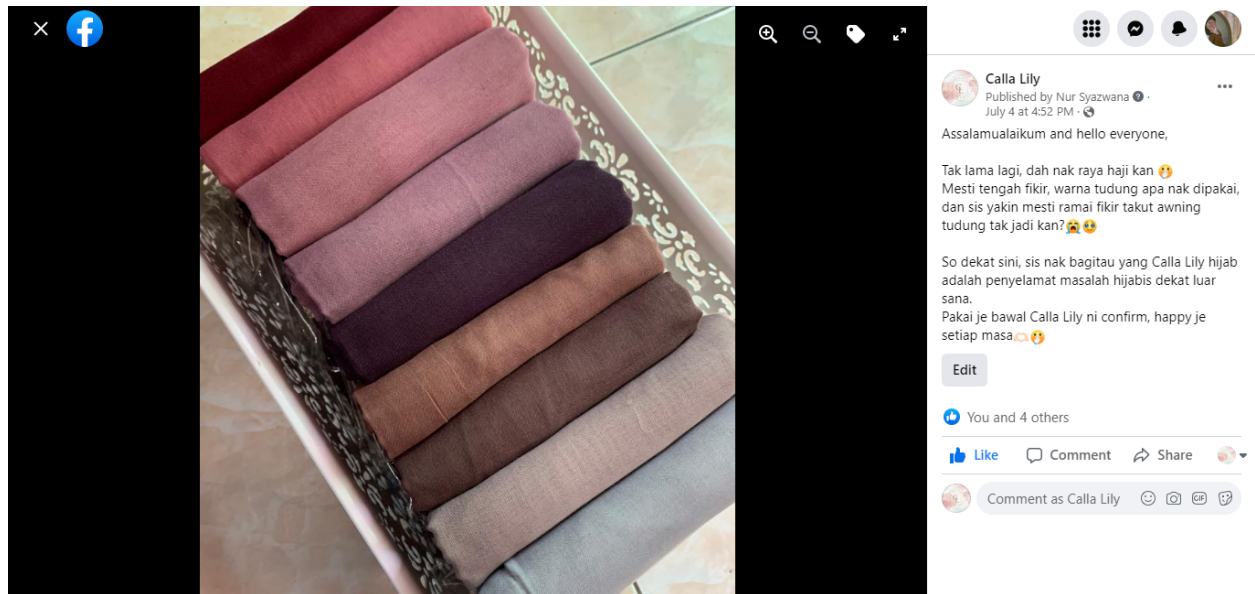
Like

Comment

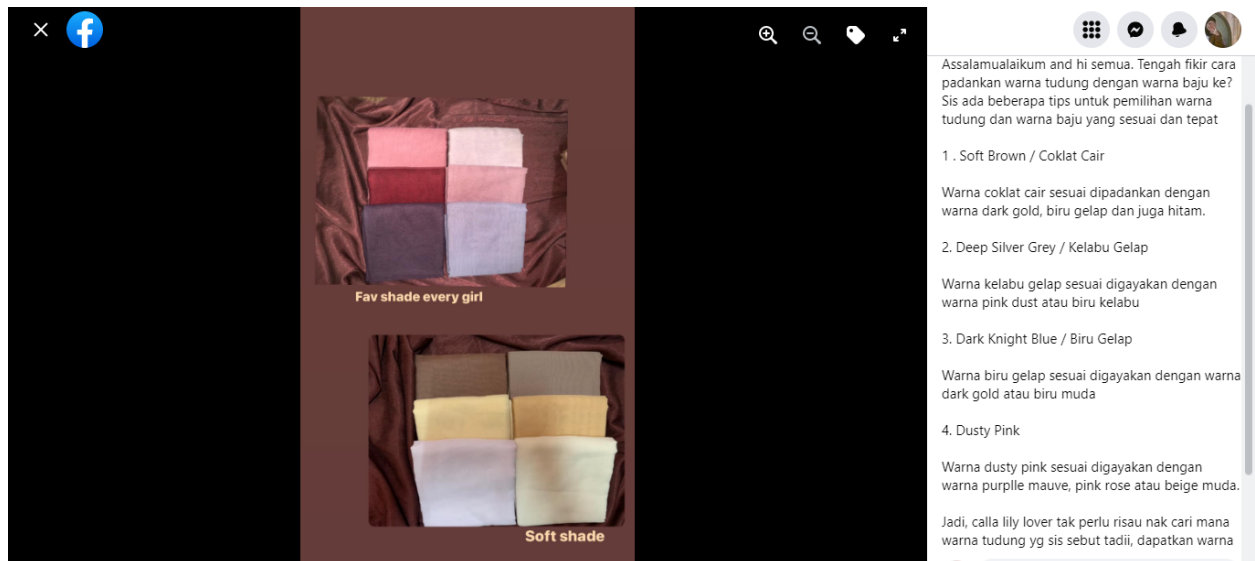
Share

Comment as Calla Lily

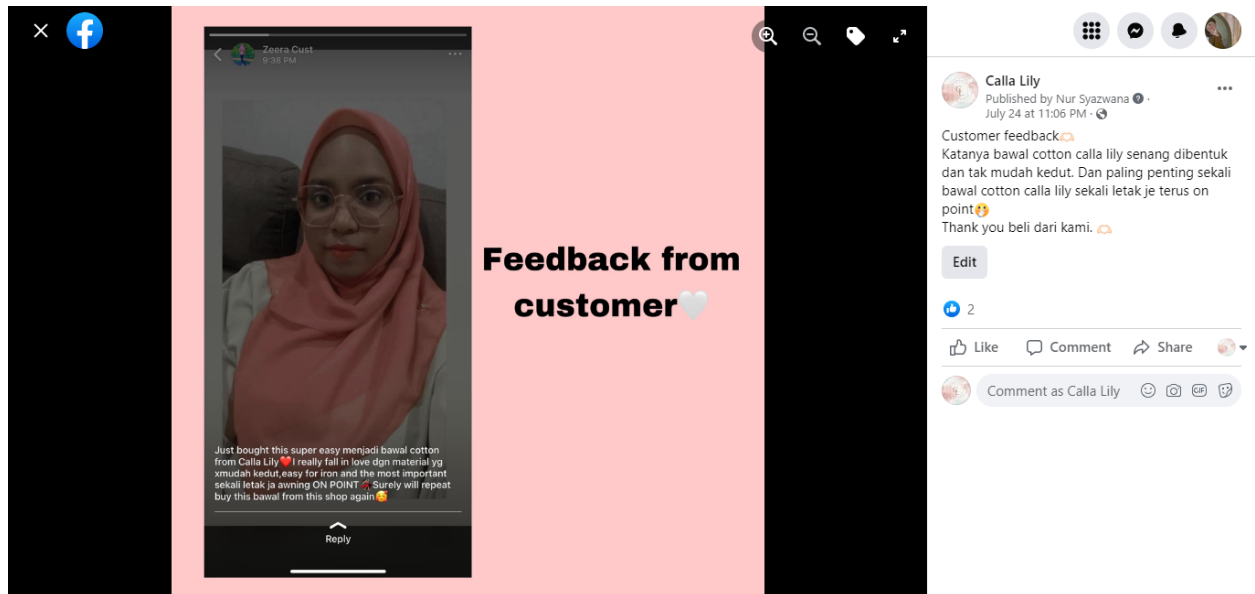
SOFT SELL 7



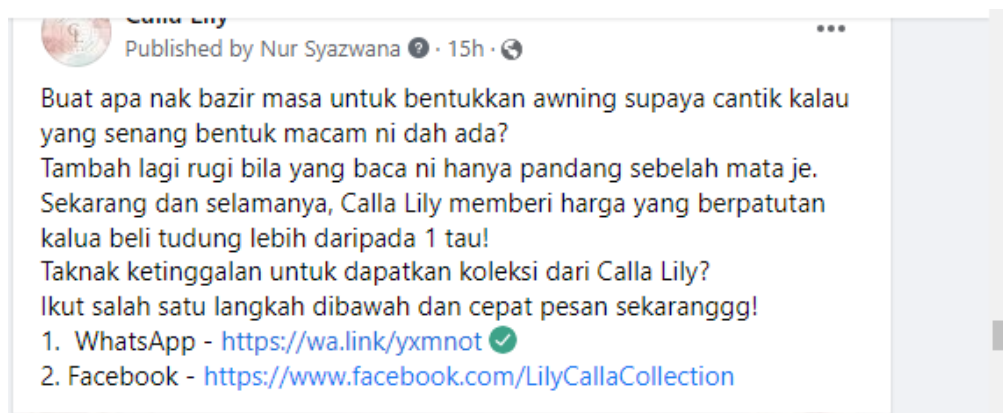
SOFT SELL 8



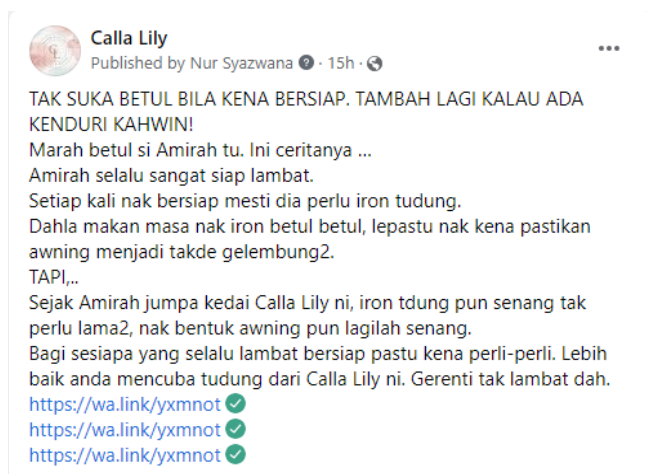
SOFT SELL 9



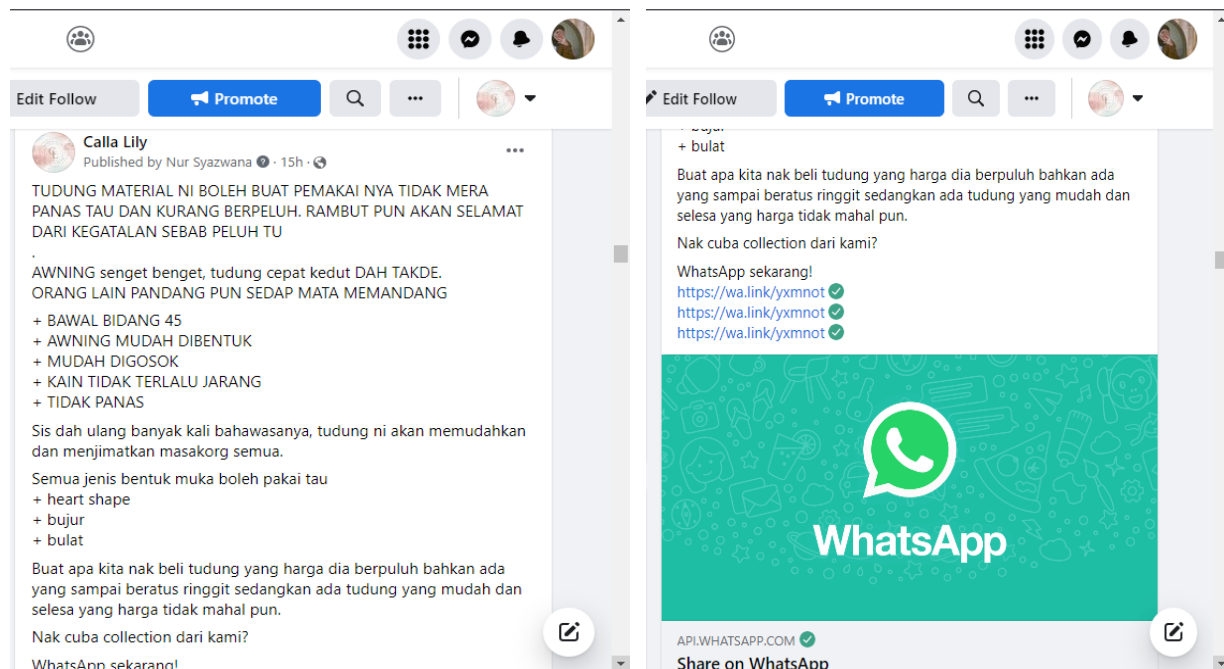
SOFT SELL 10



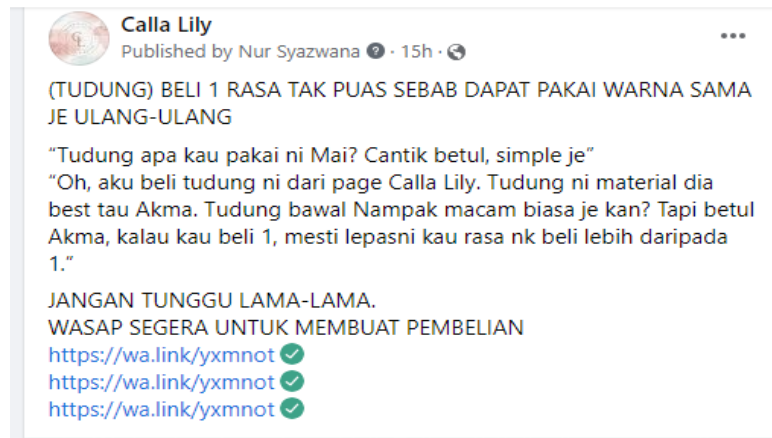
SOFT SELL 11



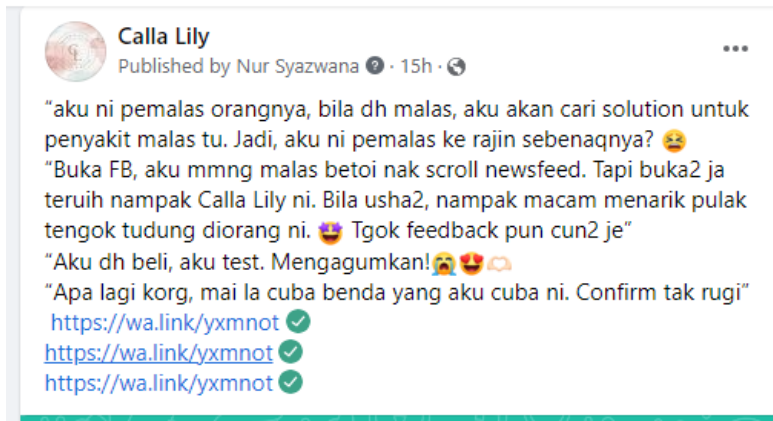
SOFT SELL 12



SOFT SELL 13



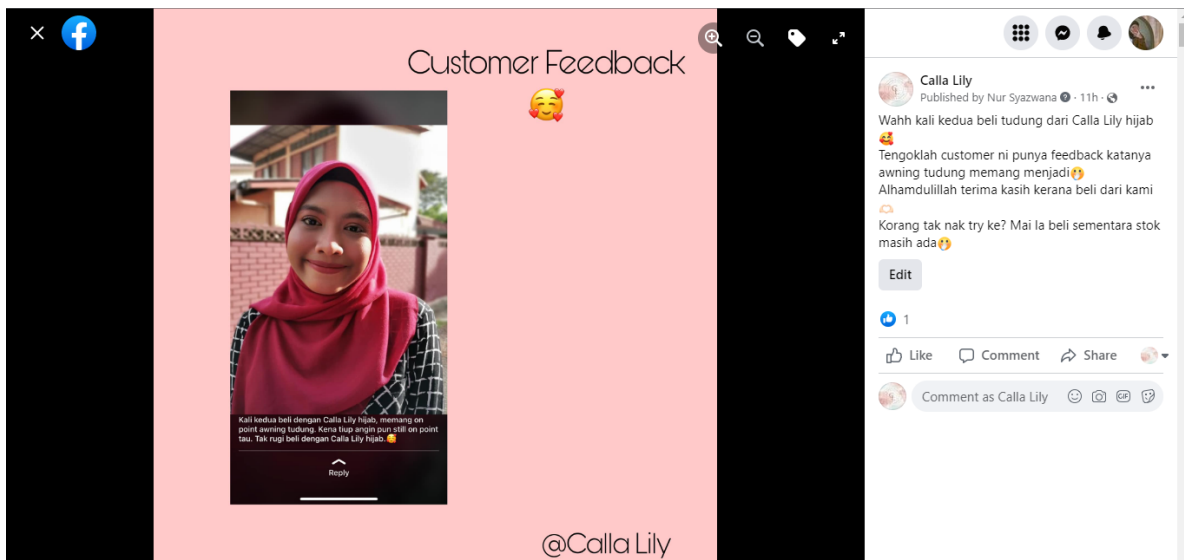
SOFT SELL 14



SOFT SELL 15



SOFT SELL 16



4.0 CONCLUSION

Finally, the benefits of a social media report include the ability to inform content creation and smarter scheduling by providing insight into the best times and days of the week to interact with current and potential customers. It also assists our company in understanding which topics resonated on a given day, as well as when and why customers interact.

By completing this report, we hope to improve our skills and ability to become more innovative, problem solvers, critical thinkers, researchers, and managers. In the future, we hope that our company's empire will grow and that it will be recognised by a large number of people.

Finally, we can grow our business by utilising social media. This is due to the fact that today's society, regardless of age or youth, still uses Facebook, and many more traders are starting to do business and promote their goods on Facebook. We can take advantage of this by piqueing their interest in purchasing our goods. Furthermore, Facebook allows us to build a long-term interactive platform where we can truly engage our business with our customer base.