

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO: NN FAREHA HIJAB LOUNGE

PREPARED FOR:

SIR RASLAN BIN NORDIN

AC220B4D

PREPARED BY:

NO.	NAME	STUDENT ID
1	NABILAH NATASHA BINTI MD NOR SHAM	2020615332
2	NURIS FARISHA BINTI MOHD ISAIRI ISAU	2020828418

SUBMISSION DATE 31 JULY 2022

TABLE OF CONTENTS

Page

1.0	ACKNOWLEDGEMENT	3
2.0	EXECUTIVE SUMMARY	4
3.0	GO-ECOMMERCE REGISTRATION	
4.0	SSM REGISTRATION	6
5.0	MyENT REGISTRATION (MASMED)	7-8
6.0	INTRODUCTION OF BUSINESS	
	6.1 Name and Address of Business	9-10
	6.2 Organizational Chart	11
	6.3 Mission and Vision	11
	6.4 Descriptions of Products	12
	6.5 Price List	13-15
7.0	FACEBOOK	
	7.1 Creating Facebook (FB) Page	16
	7.2 Customizing URL Facebook (FB) Page	16
	7.3 Facebook (FB) post - Teaser	17-20
	7.4 Facebook (FB) post - Copywriting (Hard sell)	21-30
	7.5 Facebook (FB) post - Copywriting (Soft sell)	31-39
	7.6 Additional Graphics	40-43
	7.7 Sales Report	44-47
8.0	CONCLUSION	48

1.0 ACKNOWLEDGEMENT

First and foremost, we would like to praise and thank the Almighty God for giving us the strength and because of His blessing, we finally managed to complete this assignment. This assignment also cannot be completed without the effort and cooperation from our members, which consist of Nabilah Natasha binti Md Nor Sham and Nuris Farisha binti Mohd Isairi Isau. We are always working harder to produce a good assignment with our full commitment and responsibility.

In addition, we would like to acknowledge our lecturer, Sir Raslan bin Nordin because without his guidance our assignment would not be done properly. He always gives support and guidance on how to do the assignment in purpose to produce a good outcome. He inspired us greatly to work on this project. We also like to thank him for teaching us in this course.

Finally, we would like to express our thankfulness and an honorable mention to our family, friends and respondents for the support and encouragement.

2.0 EXECUTIVE SUMMARY

Business Opportunity - Clothing for Stylish Muslimah Women

NN Fareha Hijab Lounge, a start-up business, carries a Ready-to-Wear (RTW) designer and casual apparel or more specifically a scarf for Muslimah. NN Fareha Hijab Lounge offers its customers a wide range of scarves's design to choose from. NN Fareha Hijab Lounge is a woman-owned business currently organized as a partnership. By offering a nice design selection of women's scarves with affordable prices, NN Fareha Hijab Lounge may quickly be recognized by society. Our team will ensure all women can become stylish and pretty without much effort needed.

Getting the Word Out

NN Fareha Hijab Lounge will sell our products online. We will generate sales by utilizing the internet platform. We are currently using the Facebook page as our main platform of promotion and marketing.

The Business and Management

Since NN Fareha Hijab Lounge is a new business, we currently are one of dropship from Fareha's brand as a starter. The business is owned by partners, Nabilah Natasha and Nuris Farisha who also manage the management of NN Fareha Hijab Lounge. Both partners will be taking hands-on management roles in the business. The management roles can be classified:

- Nabilah Natasha Designing the poster of soft and hard sells, manage the customer orders by contacting the agent
- 2) Nuris Farisha Constructing the copywriting sentences and manage the Facebook page

Our Competitive Strategy

As we all know, there are many businesses offering the same range of products in Malaysia. However, our Fareha's founder's marketing strategy is to emphasize the quality of scarves or hijab we provide and the availability of the product. Therefore, they (HQ) always provide Fareha's lovers with new and unique collections so that they will not be bored with the lame one.

3.0 GO-ECOMMERCE REGISTRATION





4.0 SSM REGISTRATION



5.0 MyENT REGISTRATION (MASMED)





MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020828418

Nama : NURIS FARISHA BINTI MOHD ISAIRI ISAU

Program Pengajian : SARJANA MUDA PERAKAUNAN (KEPLUIAN)

Fakulti : Faculty of Accountancy

Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online

Bidang Perniagaan yg : Pakaian dan Kelengkapan

diceburi

Tempoh Berniaga : 1 tahun

No. Pendaftaran Perniagaan : 202203165959 (003412109-T)

URL Perniagaan : www.facebook.com/nnfarehahijablounge

Alamat Premis Pemiagaan

Tarikh Mendaftar

Tarikh Kemaskini

: 03 Jul 2022

Tarikh Cetak : 03 Jul 2022

5) 4 Pendaffaran Perniagaan HyEAT ini merupakan rekad raumi perniagaan yang digilarikan oleh pelajar semasa tempah pengajian di UTTH.
Seli ini secara fidak languung akan terbatral spabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universitit.

Akademi Pembangunan PKS dan Keuschawanan Maleysia (MASHED) juga barhak membahalkan sijil ini tanga seberang nehu.

Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UTM sahaja. Urusan dan olehviti perniagsan yang dijalankan sieh penama adalah risika dan tanggungjawab sendiri tenpa melibatkan kepentingan dan noma Universit.

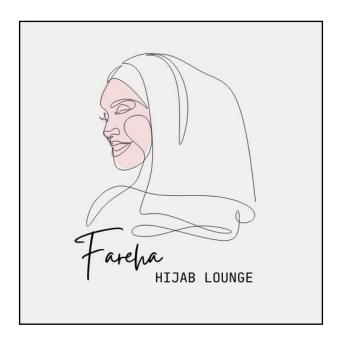
SALINAN PENDAFTARAN INI DIPERAKLI OLEH

PENOLONG NAIB CANSELOR KEUSAHAWANAN DITH

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

6.0 INTRODUCTION OF BUSINESS

6.1 NAME AND ADDRESS OF BUSINESS



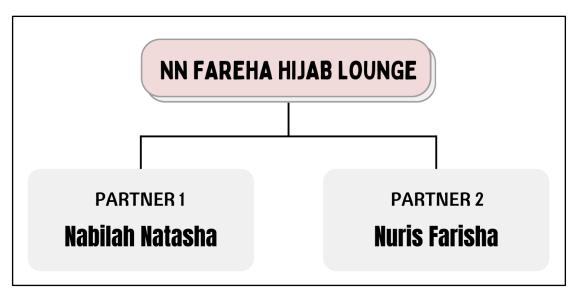
Fareha is a business name that is based on the founder's name, Nurul Fareha. Fareha is a Malaysia online Hijab brand with the trademark of "Bawal Anti Kedut". It was officially launched in 2016. All of the products are designed and built upon three elements; Modern, Simple and Contemporary. We had chosen this brand to overcome Malaysian women's problem as our Hijab is easy to wear and no need to iron.

We applied as a Fareha dropshipper from an advertisement from an Instagram account @farehabycikfaofficial_hq as they need dropshippers and agents. We had Miss Azie who guided us on the details and information about the products. The dropship commission is between RM4 to RM5 for each scarf sold. We choose to operate our business on social media which is Facebook with a page named 'NN Fareha Hijab Lounge'.

Name of Business	NN Fareha Hijab Lounge
Telephone Number	
Form of Business	Partnership
Main Activities	Retail sale of Fareha's scarf
Date of Commencement	17 April 2022
Date of Registration	17 June 2022
Registration Number	202203165959 (003412109-T)
Name of Bank	Malayan Banking Berhad
Bank Account Number	

Table 1.1 NN Fareha Hijab Lounge Business Information

6.2 ORGANIZATIONAL CHART



NN Fareha Hijab Lounge Organizational Chart

6.3 MISSION AND VISION

Mission

- To make sure customers get the premium quality of Fareha's scarf despite such an affordable price.
- To make the customers feel easier to wear a hijab or scarf without need to iron it first.
- To make sure NN Fareha Hijab Lounge business is always growing and be more familiar to everyone in the future.

Vision

Fareha will be the best hijab fashion brands among the hijabists that can provide ironless premium quality scarves at an affordable price to make sure every woman can wear it.

6.4 DESCRIPTIONS OF PRODUCTS

Fareha is a Malaysia online Hljab brand with the trademark of "Bawal Anti Kedut". Fareha sells high-quality scarves in many materials, colors, and patterns. Fareha is involved in the selling of bawal and shawl hijab. For bawal, it comes with 2 editions; plain edition and printed edition.

It is made of super soft and comfortable fabric. Fareha scarves are made of various premium materials such as cotton, korean chiffon and satin silk. This is to fulfill customers' demands. It has multiple choices of colors and designs to choose from. The scarves are made to follow recent fashions and it provides affordable prices. This scarf is sewn very carefully and the type of fabric that does not easily wrinkle helps you to stay confident when wearing it for a long period of time.

As for the size, all bawal scarfs are 90cm x 90cm and shawls mostly come 70cm wide and 180cm long. However, you can adjust and style it according to your comfortness. Each scarf is packed in a flat plastic bag with the scarf folded neatly inside. It is hand washed gently in cold water below 30 degrees with a neutral detergent.

6.5 PRICE LISTS

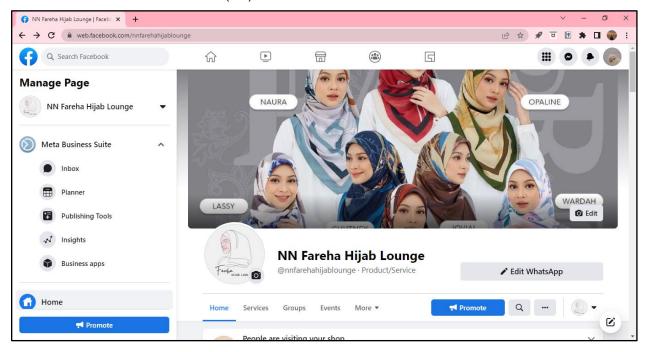
PRODUCTS	PRICE
JET BLACK LONDON GREY MLD TAUPE NUCE MARGON BURGUNDY SHOOKING PINK DUSTY ROSE SAIMON EMERALD GREN DEEP TEAL SEAWEED TEAGREEN NAW BUE LAVENDER PERWINCLE VIOLET DARK CARAMEL GOLDEN PLAIN SPECIAL EDITION FAREHA Chiffon Plain Bawal	RM22
CHANELLA PLAIN COLLECTION NUOE BLUSH HONEY CAMEL ORBITAL MALACHTE PENTER STEEL POWERNAY BLACKCOAL MALOVE PLUM APRICAN EGGPLANT JAM HICKORY BRUNETTE CHESTRUT GUAVA THALIAN FAREHA . CHANELLA Chanella Cotton Plain Bawal	RM24



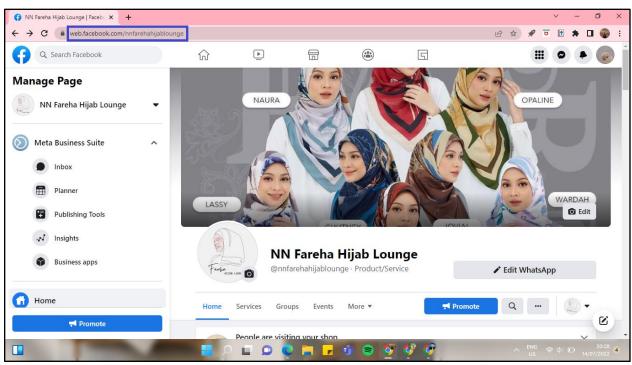


7.0 FACEBOOK (FB)

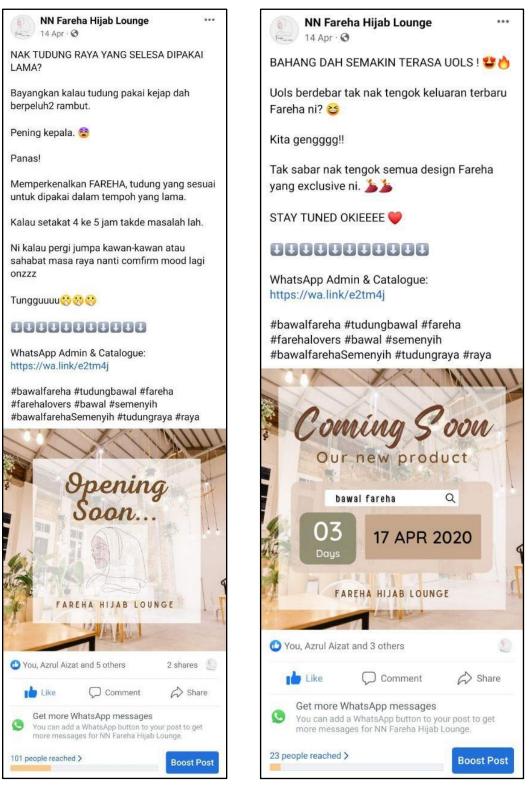
7.1 CREATING FACEBOOK (FB) PAGE



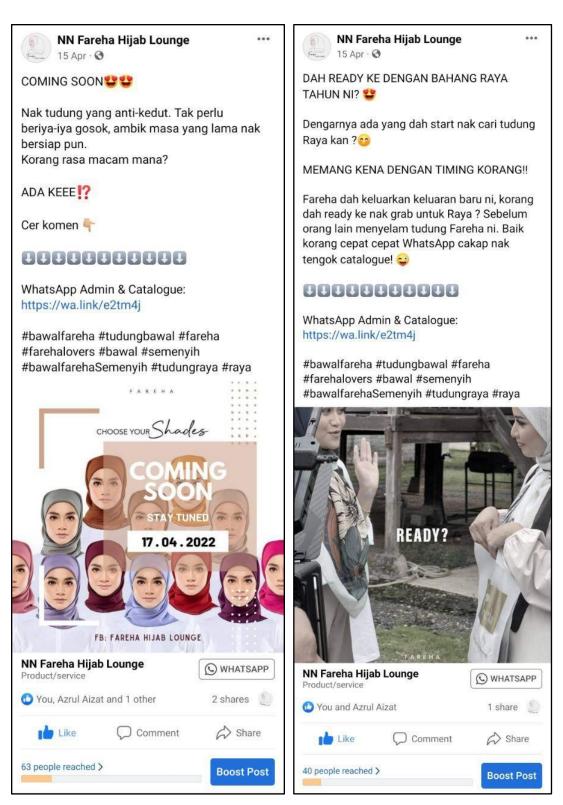
7.2 CUSTOMIZING URL FACEBOOK (FB) PAGE



7.3 FACEBOOK (FB) POST - TEASER



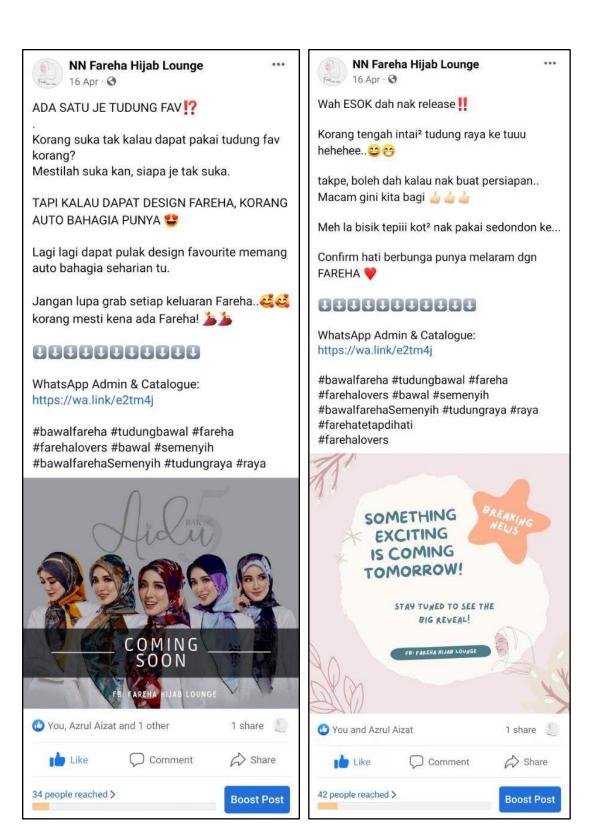
Teaser 1 Teaser 2



Teaser 3 Teaser 4

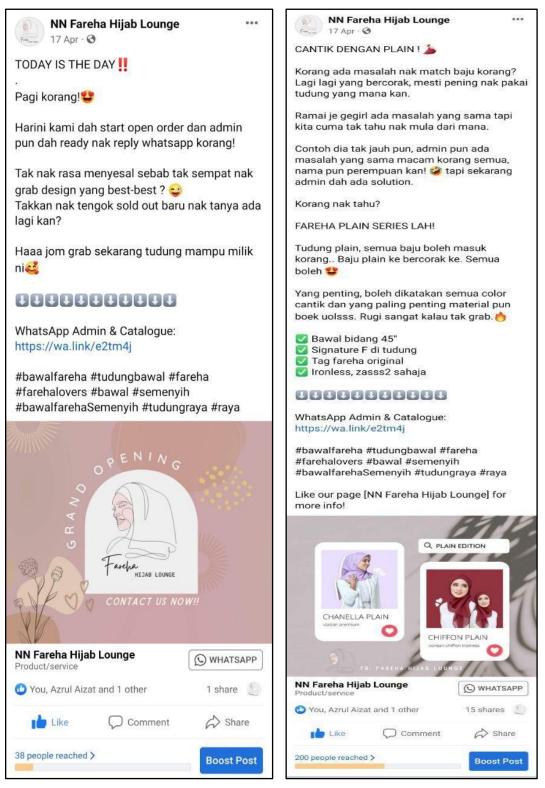


Teaser 5 Teaser 6



Teaser 7 Teaser 8

7.4 FACEBOOK (FB) POST - COPYWRITING (HARD SELL)

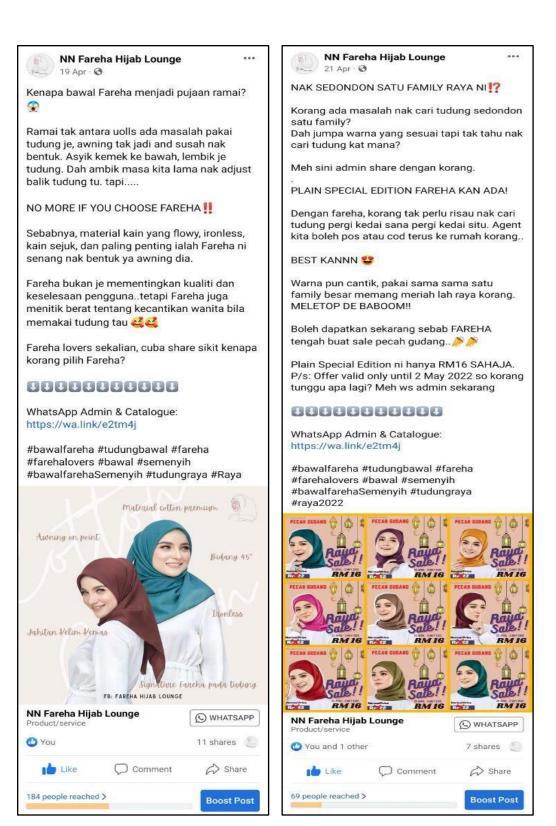


Hard Sell 1 Hard Sell 2

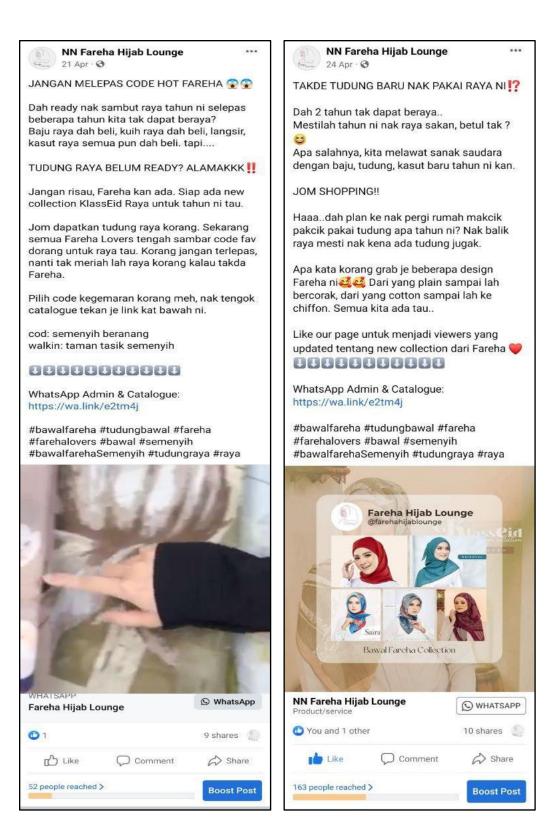
21



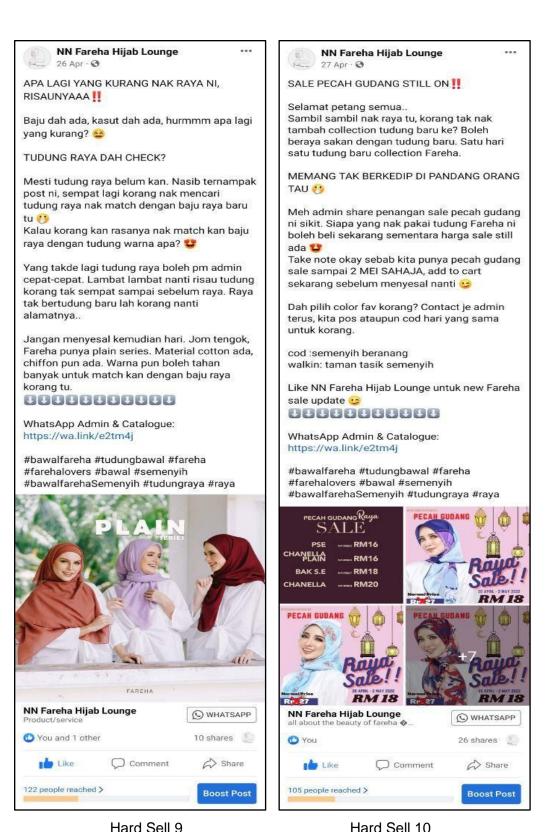
Hard Sell 3 Hard Sell 4



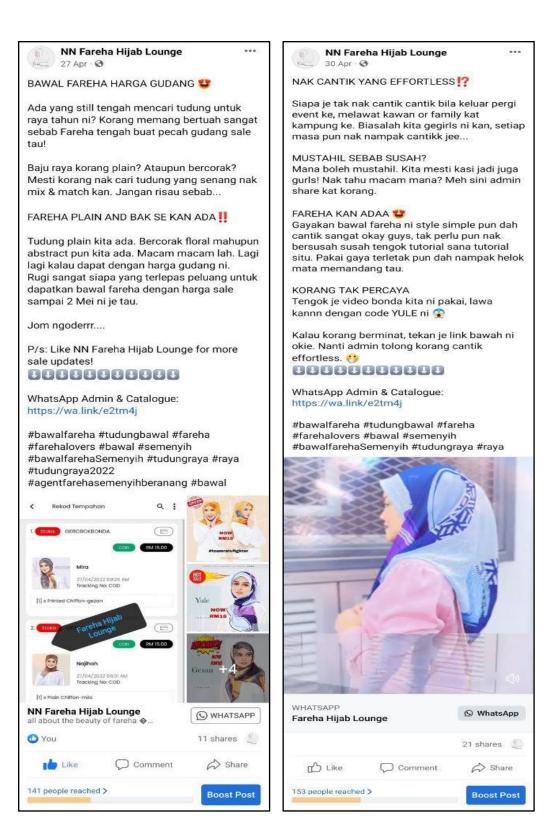
Hard Sell 5 Hard Sell 6



Hard Sell 7 Hard Sell 8

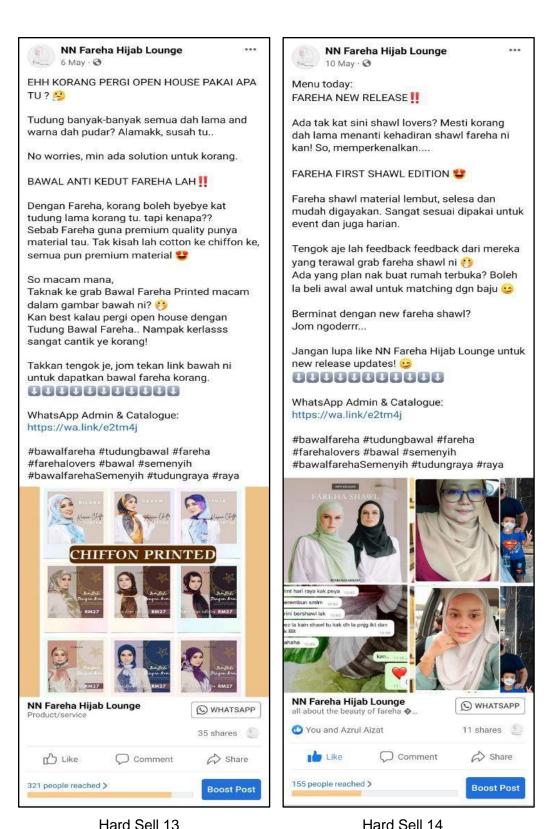


Hard Sell 9



Hard Sell 11

Hard Sell 12

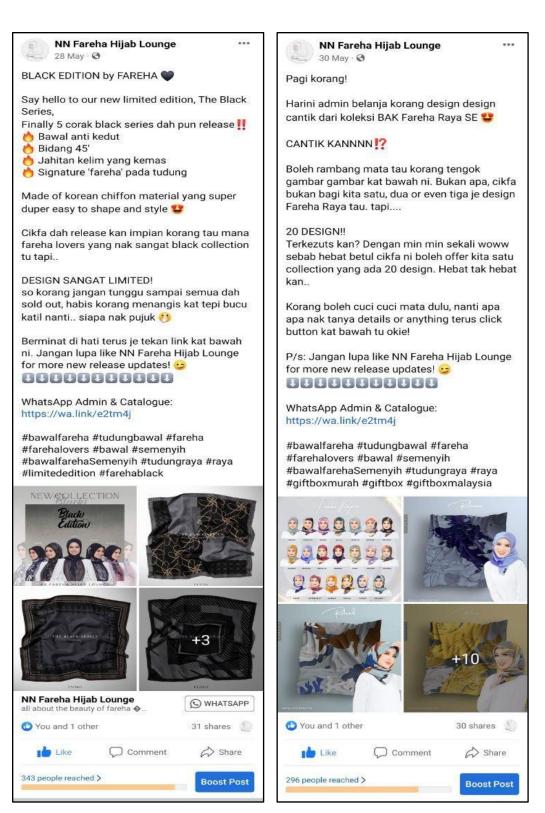


Hard Sell 13



Hard Sell 15

Hard Sell 16



Hard Sell 17

Hard Sell 18



Hard Sell 19 Hard Sell 20

7.5 FACEBOOK (FB) POST - COPYWRITING (SOFT SELL)



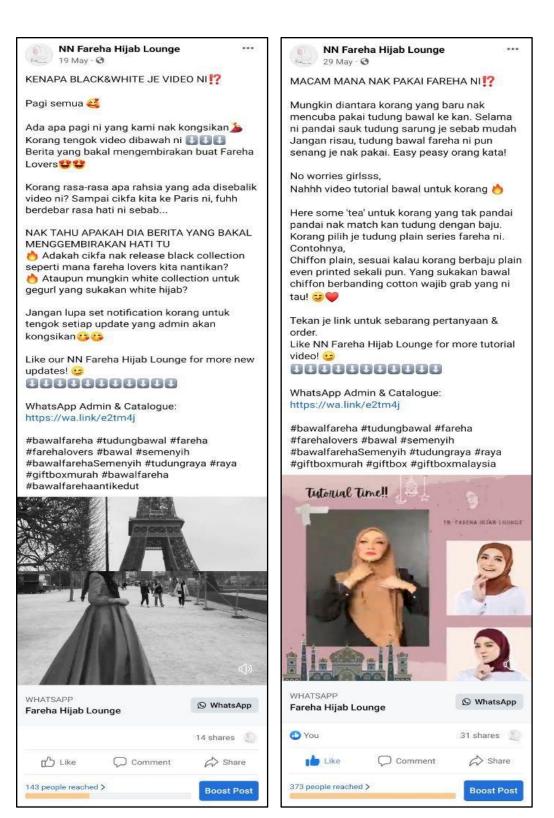
Soft Sell 1 Soft Sell 2



Soft Sell 3 Soft Sell 4



Soft Sell 5 Soft Sell 6

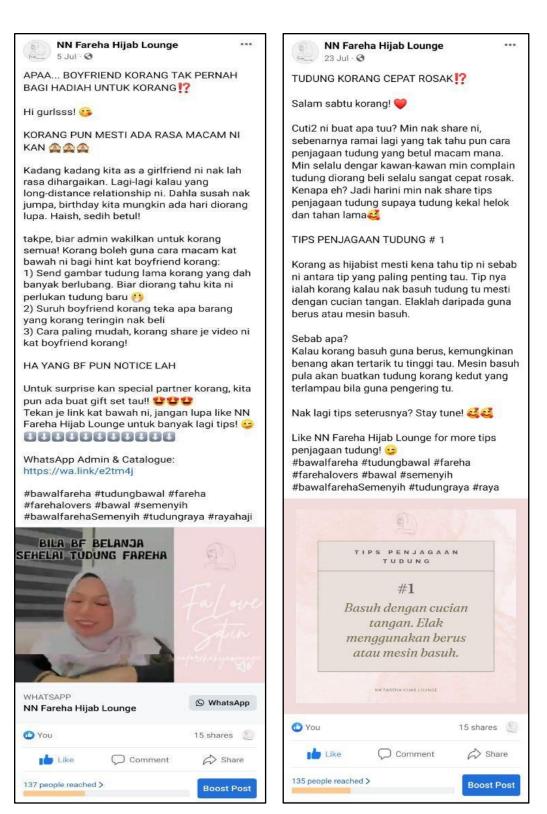


Soft Sell 7 Soft Sell 8





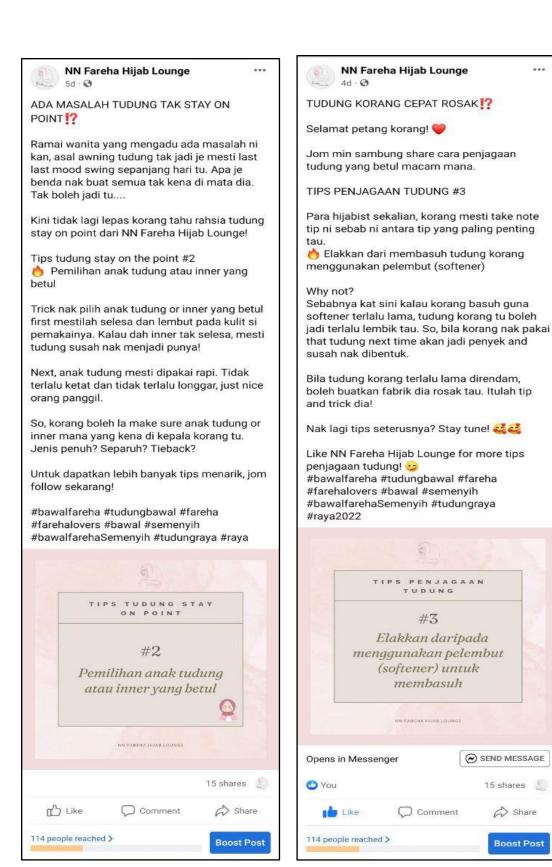
Soft Sell 9 Soft Sell 10



Soft Sell 11 Soft Sell 12



Soft Sell 13 Soft Sell 14





PENJAGAAN TUDUNG

#3

membasuh

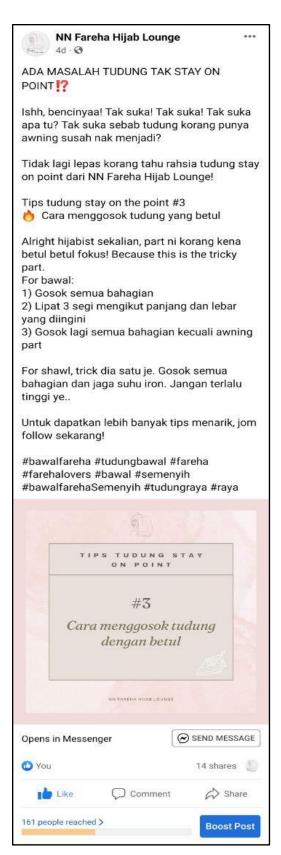
C Comment

SEND MESSAGE

15 shares

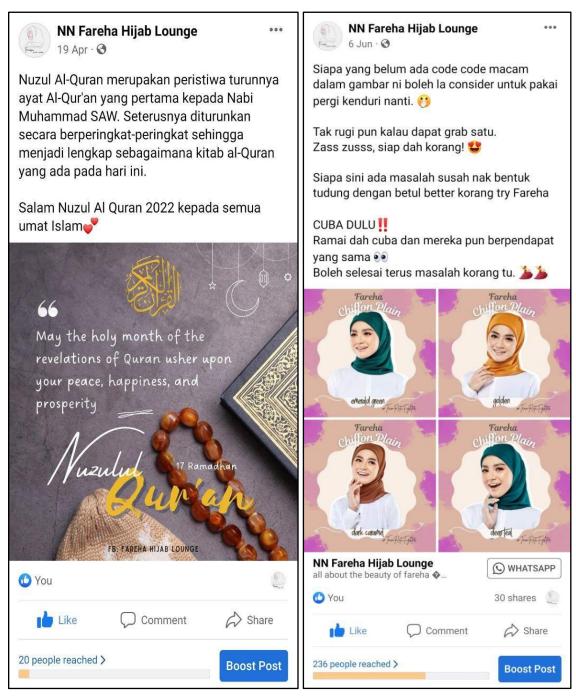
Share

Boost Post

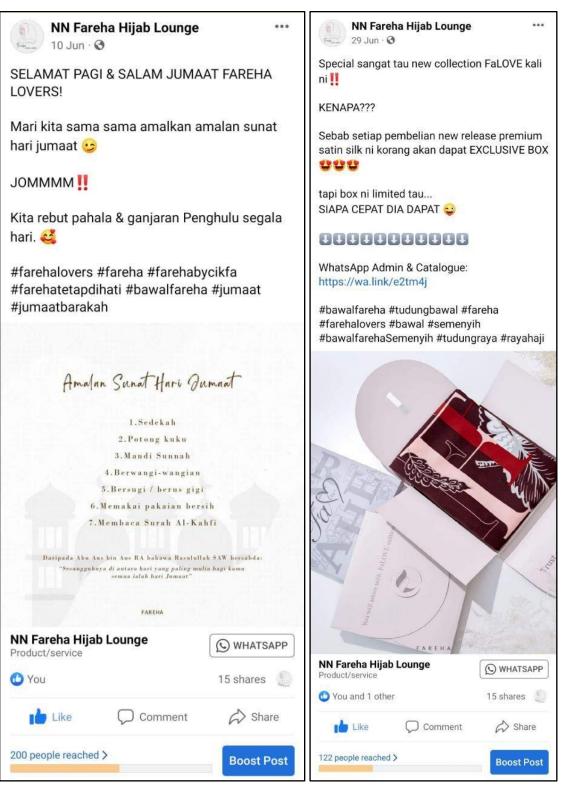


Soft Sell 17

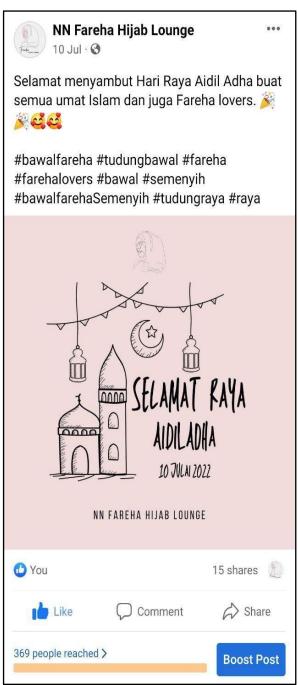
7.6 ADDITIONAL GRAPHICS



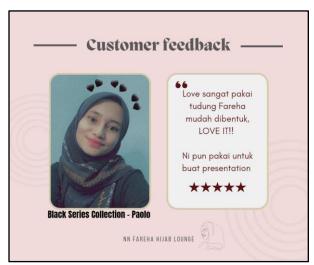
Graphic 1 Graphic 2



Graphic 3 Graphic 4



Graphic 5



Graphic 6



Graphic 7

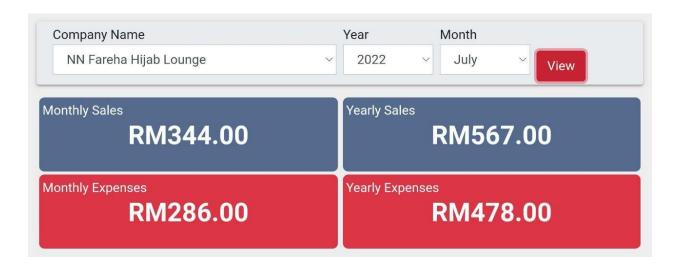


Graphic 8



Graphic 9

7.7 SALES REPORT



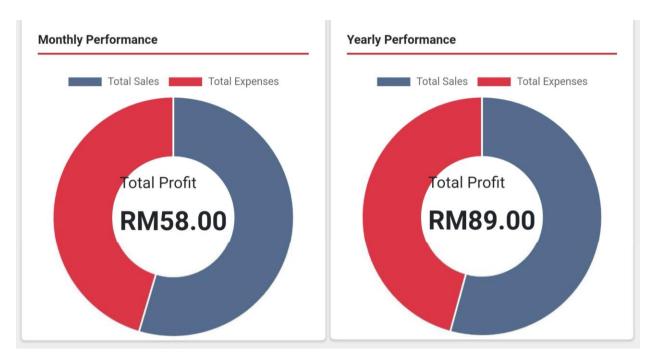


Figure shows the sales report from Go-eCommerce website

Go-eCommerce

Business Name	Date	Туре	Marketplace(i f any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
NN Fareha Hijab Lounge	26/04/2 022	online	Others	BizApp X Basic	36				Fareha KlassEid Edition Code MANJA x1	18/05/2 022
NN Fareha Hijab Lounge	26/04/2 022	expen ses				Goods	Stock	31	Amount paid to agent	18/05/2 022
NN Fareha Hijab Lounge	26/04/2 022	online	Others	BizApp X Basic	18				Fareha BAKSE Code ERIMIAS x1	18/05/2 022
NN Fareha Hijab Lounge	26/04/2 022	expen ses				Goods	Stock	16	Amount paid to agent	18/05/2 022
NN Fareha Hijab Lounge	27/04/2 022	online	Others	BizApp X Basic	16				Fareha PSE Code MILO x1	18/05/2 022
NN Fareha Hijab Lounge	27/04/2 022	expen ses				Goods	Stock	14	Amount paid to agent	18/05/2 022
NN Fareha Hijab Lounge	27/04/2 022	online	Others	BizApp X Basic	18				Fareha BAKSE Code GEZAN x1	18/05/2 022
NN Fareha Hijab Lounge	27/04/2 022	expen ses				Goods	Stock	16	Amount paid to agent	18/05/2 022
NN Fareha Hijab Lounge	31/05/2 022	online	Social Media		27				Black Series Belmira	14/07/2 022
NN Fareha Hijab Lounge	31/05/2 022	expen ses				Goods	Stock	23	Amount paid to agent	14/07/2 022
NN Fareha Hijab Lounge	31/05/2 022	online	Social Media		27				Black Series Belmira	14/07/2 022
NN Fareha Hijab Lounge	31/05/2 022	expen ses				Goods	Stock	23	Amount paid to agent	14/07/2 022
NN Fareha Hijab Lounge	31/05/2 022	online	Social Media		54				Black Series Paolo x2	14/07/2 022
NN Fareha Hijab Lounge	31/05/2 022	expen ses				Goods	Stock	46	Amount paid to agent	14/07/2 022

Business Name	Date	Туре	Marketplace(i f any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
NN Fareha Hijab Lounge	31/05/2 022	online	Social Media		27				Black Series Lucas x1	14/07/2 022
NN Fareha Hijab Lounge	31/05/2 022	expen ses				Goods	Stock	23	Amount paid to agent	14/07/2 022
NN Fareha Hijab Lounge	03/07/2 022	online	Social Media		29				FaLove collection Naura x1	14/07/2 022
NN Fareha Hijab Lounge	03/07/2 022	expen ses				Goods	Stock	25	Amount paid to agent	14/07/2 022
NN Fareha Hijab Lounge	03/07/2 022	online	Social Media		23				Fareha Shawl Heather x1	14/07/2 022
NN Fareha Hijab Lounge	03/07/2 022	expen ses				Goods	Stock	19	Amount paid to agent	14/07/2 022
NN Fareha Hijab Lounge	30/07/2 022	online	Social Media		292				Black series chanella [2] x Audrey [2] x Kathryn [2] x Marilyn [2] x Twiggy [2] x Valeria	30/07/2 022
NN Fareha Hijab Lounge	30/07/2 022	expen ses				Goods	Stock	242	Amount paid to agent	30/07/2 022

Figure shows the Transaction List and Expenses

Customer Information:

Name & Address	Items Ordered	Payment Method	Delivery Method
Nabihah Najla Kampung Sungai Sudah, Mukim Sungai Balang, 83610 Muar, Johor	Fareha KlassEid [1] x Manja	Online transfer	Postage
Mira No 17, Jalan TTS, 43500 Semenyih, Selangor D.E	Fareha BAKSE [1] x Erimias [1] x Gezan	Online transfer	C.O.D
Najihah Pangsapuri Bahagia, Taman Semenyih Indah, 43500 Semenyih, Selangor	Fareha PSE [1] x Milo	Online transfer	C.O.D
Nor Afiqah Lot 377, Jln Dato Lundang, Chabang Empat Cherang, 15200 Kota Bharu	Fareha Black Series [1] x Belmira [1] x Paolo	Online transfer	Postage [SPE8090034470]
Danish Syahmi JC 5498, Jalan Merlimau Permai 25, Taman Merlimau Permai, 77300 Merlimau, Melaka	Fareha Black Series [1] x Paolo	Online transfer	Postage [SPE8294332227]
Izyan Ismail D-21-05, Selangorku PR1MA Lakefront Homes, Persiaran Sepang, Cyber 11, 63000 Cyberjaya, Selangor	Fareha Black Series [1] x Belmira	Online transfer	Postage [SPE2212775450]

Azrul Aizat 34, Jalan 4/8, Taman Sri Haneco, 43500 Semenyih, Selangor D.E	Fareha Black Series [1] x Lucas	Online transfer	Postage [620001540435752]	
Zuraini Kampung Sungai Sudah, Mukim Sungai Balang, 83610 Muar, Johor	Fareha FaLOVE [1] x Naura Fareha Shawl [1] x Heather	Online transfer	Postage [685018872095]	
Nurfarhanis Rosli Lot 13577, Taman Sri Kota, Manir, 21200, Kuala Terengganu, Terengganu	Fareha Black Series Chanella [2] x Audrey [2] x Kathryn [2] x Marilyn [2] x Twiggy [2] x Valeria	Online transfer	Postage	

8.0 CONCLUSION

In a nutshell, NN Fareha Hijab Lounge is an online business that uses social media platforms to sell bawal and shawl hijab that are easily styled with a hijab awning that forms perfectly. It is proven that managing our business using Facebook has led us to be able to sell the products and at the same time engage with customers.

The benefits of starting the business using Facebook include having low-cost marketing for a start-up business. With the ability to share the basic information about the business with customers and to share posts regarding the products, able to establish relationships between the seller and customers. Not to forget, it also helps in promoting the products and services offered that can lead to increased sales and profits for the business.

This portfolio has overall helped us as a student to be able to develop our knowledge of entrepreneurship as well as brushing up the development and usage of IT skills that will be useful in the future for us to be an entrepreneur. In preparing this portfolio has also taught us in understanding the true value of patience and entrepreneurial dedication.

To sum up everything, the purpose of this social media portfolio for this code ENT530, Principles of Entrepreneurship is to help students practice and learn how to start-up their own business. It gives knowledge to students on how to manage a business and experience the world of entrepreneurship before they complete their degree. In addition, it also helps students by providing enlightenment about the world of entrepreneurship and ideas to become successful entrepreneurs in the future.