



اَوْبُوْرَسِيْقِيْ تِيْكُوْلُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

ENT530

SOCIAL MEDIA REPORT



Izly Collection

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Assalamualaikum w.b.t

Alhamdulillah, praise be to the Al-Mighty Allah for his Help and guidance that I finally able to complete this task given the best that I can. Thus, this social media report is the result of my hardworking within the time given.

The completion of this undertaking could not have been possible without the participant and assistance of so many people. Their contribution is sincerely appreciated and gratefully acknowledged. However, I would like to express my deepest appreciation and indebtedness particularly to my beloved lecturer, Sir Zaim Bin Salleh, whose contribution in stimulating suggestions and encouragement, helped me to coordinate my assignment especially in writing this report. I do believe that all his advice and comments are for the benefit of producing the best assignment.

I am proud to say that Principles of Entrepreneurship (ENT530) has given me a useful opportunity to learn entrepreneurship knowledge and take a glimpse on what the real entrepreneur world is. I hope that what I have learned can be practice in the future, especially when dealing with the real business.

The co-operation and spirit of other people are the result of this piece of work, Many challenges and obstruction I faced, but all the challenges have been overcome with the spirit to finish the project.

Last but not least, many thanks go to all my friends whom give some ideas and inspiration in completing this assignment. I have to appreciate all the people that have helped me. I hope that all the works I had done in this project, will get blessed from Allah SWT.

THANK YOU.

Nurizah Iylia

(NURIZAH IYLIA BINTI ZULKIFLI)

EXECUTIVE SUMMARY

Every person who wish to open a new business, they need to register their business or company under Companies Commission of Malaysia (CCM) or also known as ‘Suruhanjaya Syarikat Malaysia (SSM)’. After registration, I, Nurizah Iylia Binti Zulkifli, as the owner have decided to sell women apparel as my main product. My business was named as ‘Iziy Collection’. The boutique’s location is at No.21, Jalan DBI 1, Taman Desa Bukit Indah, 47000 Sungai Buloh, Selangor. Iziy Collection has 1 fixed supplier and had been successfully run this one-person business smoothly.

Iziy Collection also have developed its own Facebook business page as Facebook (FB) is one of the most popular social media and has proven to be one of the easiest way to advertise your products or businesses. Most of existed business have their own business Facebook (FB) account so that they can create their own business page using this popular social media in this modern era. This strategy will make sure customers are easy to reach to our business to buy the products. Iziy Collection’s Business Facebook (FB) page URL is <https://www.facebook.com/iziy.collection>.

As for the Facebook business page management, there are 3 steps that we must have to master in Facebook (FB) advertising which are creating Facebook (FB) teasers, Facebook (FB) copywriting hard sell and Facebook (FB) copywriting soft sell. Facebook teasers is first step to advertise the new product to the market using Facebook (FB) page. Facebook teaser means posts that shows the new product will enter the market soon or in the simple words, the new product will launch soon. The teaser is to ensure that everyone is aware and know about the new product. Facebook (FB) copywriting (hard sell) is the second step to advertise the product to the market using Facebook (FB) page in the open way. Facebook (FB) copywriting (hard sell) is the post that business use to sell the products using convincing words that make the customers is attracted to buy the products. Facebook (FB) copywriting (soft sell) is the third step to advertise the product to the market using Facebook (FB) page but in the hidden way. Facebook (FB) copywriting (soft sell) is the post that business use to sell the products using convincing words or facts that related to the product in the hidden way to make the customer is more attracted to buy the products.

Although still young, the Iziy Collection's owner and manager already has substantial retail experience and will apply to her work and educational knowledge to effectively run the business as a sole proprietorship. Iziy Collection has decided to insert all record of expenses and sales in the 'Go-eCommerce' official portal so that we know our performance in gaining profit. Iziy Collection will always live up to its name and continue to exhibit growth well beyond in the following years.