



# SOCIAL MEDIA PORTFOLIO

# AFIQ BATIK

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME	: FACULTY BUSINESS MANAGEMENT
	BACHELOR OF EVENT MANAGEMENT (HONS) (BA236)
SEMESTER	: SEMESTER 2
PROJECT TITLE	: SOCIAL MEDIA PORTFOLIO
NAME	: AHMAD AMIRUL AFIQ BIN AHMAD KAMAL (2020608404)
LECTURER	: DR SYUKRINA ALINI BINTI MAT ALI

#### AKNOWLEDGEMENT

In the name of Allah, the most beneficent and merciful who provide us a good health and knowledge for us to accomplish the report. This report is a task given to us in the subject called Principles of Entrepreneurship (ENT530).

I would like to express my appreciation to my lecturer Dr Syukrina Alini Binti Mat Ali for helping me to complete this evaluation. It is my gratitude for Dr Syukrina Alini for her guidance, patience, comprehension and, her supportive environment towards her students.

A major thanks to University Technology Mara (UiTM) for making this project a part of our business education recognition syllabus. I also want to thank to my beloved clients who are willing to accept my services and put their faith in my product. To create a better result for my potential clients, I will improve my services.

Finally, an honourable mention goes to my family and friends who willing to support and give me some advice to complete my report.

#### **EXECUTIVE SUMMARY**

Afiq Batik provides batik shirt for their customers with affordable price. Our business offers two types of "Batik" which is long and short sleeve. Our product use cotton as the main material for the "Batik" and the size of our "Batik" are in the range of S to L. During festive season, Afiq Batik will offer buy one free one item to the consumer if they purchase the "Batik". Men is our target audience regardless of age as we only provide "Batik" for men. For the price list, we offer the same price for all type of "Batik" to our customer which is RM35.

At the moment, Afiq Batik is owned by Ahmad Amirul Afiq Bin Ahmad Kamal with the help of one employee. Afiq Batik uses Facebook page as the platform, to attract with the customer, gain more knowledge and generate more sales. We promote Afiq Batik by doing teaser post, soft sell and hard sell as our sale posting on Facebook to promote our services.

### TABLE OF CONTENT

	CONTENT	PAGES		
1	AKNOWLEDGEMENT	1		
2	EXECUTIVE SUMMARY	2		
3	1. GO -ECOMMERCE REGISTRATION 1.1 PERSONAL PROFILE 1.2 BUSINESS PROFILE	4		
4	2. INTRODUCTION TO BUSINESS 2.1 NAME AND ADDRESS OF BUSINESS 2.2 ORGANIZATIONAL CHART 2.3 MISSION AND VISSION	5-8		
5	2.4 DESCRIPTION OF PRODUCT 3. FACEBOOK (FB) 3.1 CREATING FACEBOOK PAGE • 3.1.1 BUSINESS INFORMATION 3.2 CUSTOMING URL FACEBOOK PAGE 3.3 FACEBOOK POST (TEASER) 3.4 FACEBOOK POST (HARD SELL) 3.5 FACEBOOK POST (SOFT SELL) 3.6 FREQUENCY OF POSTING	9-21		
6	CONCLUSION	22		

## 1. GO-ECOMMERCE REGISTRATION

### **1.1 PERSONAL PROFILE**

Neme  i  Mode/Add/L/C DIN/Add/CMAL  Prove/Name/C  i  20327379    Name  i  MOD/Add/L/C DIN/Add/CMAL  Prove/Name/C  i  20327379    Din/Advace  i  MOD/Add/L/C DIN/Add/L/C  Prove/Name/C  i  More    Din/Advace  i  MOD/Add/L/C  Distantion  i  More    Din/Advace  i  Mode/Add/L/C  Distantion  i  More    Provide Tables  i  Mode/Add/L/C  Provide Tables  i  More    Provide Tables  i  Mary  Provide Tables  i  More    Provide Tables  i  Mary  Provide Tables  i  More    Mary  i  Mary  Provide Tables  i  Mary    Mary  i  Mary  Mary  i  Mary    Mary	Personal Information						
Bink Abares      Construction      Datis      In young        Construction	Name		AHMAD AMIRUL AFIQ BIN AHMAD KAMAL	PhonelMobile	0133037515		
Or  - IN-DECOMPTION  - Non-Decompting and the second model of second	New Identity Card No.		990517105159	Home Address	NO 28 JALAN IMPIAN MURNI 1/7 SAUJANA IMPIAN		
Data      Data      Statule      Statule      Statule      Addition        ALL      Statule      Statule      Statule      Statule      Statule      Statule        Statule      Statule      Statule      Statule      Statule      Statule      Statule      Statule        Statule      Statule      Statule      Statule      Statule      Statule      Statule      Statule      Statule      Statule      Statule      Statule      Statule <td>Email Address</td> <td></td> <td>afiqkzh99@gmail.com</td> <td>District</td> <td>Kajang</td> <td></td>	Email Address		afiqkzh99@gmail.com	District	Kajang		
Proper Parameter  Instrum Parameter  Parameter  Parameter  Instrum Parameter    Name  1  Mary  1  Mary  1  Mary    Table Parameter  1  Mary  1  Mary  1  Mary    Mary  1  Mary  1  Mary  1  Mary    Mary  1  Mary </td <td>City</td> <td></td> <td>KAJANG</td> <td>Postoode</td> <td>43000</td> <td></td>	City		KAJANG	Postoode	43000		
Owner  State  State  State  State  State    Versite  State  State  State  State  State    Versite  Versite  State  State  State  State    Versite    Versite <td cols<="" td=""><td>State</td><td></td><td>Selangor</td><td>Personal Instagram</td><td>null</td><td></td></td>	<td>State</td> <td></td> <td>Selangor</td> <td>Personal Instagram</td> <td>null</td> <td></td>	State		Selangor	Personal Instagram	null	
Materia      Bigs        Vector      Statistical Information        Statistical Information      Statistical Information        Statistis Information	Personal Facebook		https://www.facebook.com/amirulafiq.kamal/	Race	Malay		
North Struct  Segue    Network Normalisation Structure Structu	Gender		Male	Special Need Required	No		
UNTRANSMENTED RATED	Marital Status		Single				
UTIV Prove Alexi - STU-PRIVA BUTTER ACCESS OF TEXES Type of Instalant : INFO - INFO ALEXISTIC OF TEXES Base of Instalant : INFO ALEXISTIC OF TEXES Base of Instalant : INFO ALEXISTIC OF TEXES Advances of Instalant : INFO ALEXISTIC OF TEXES Advances of Instalant : INFO ALEXISTIC OF TEXES Base of Instalant : INFO ALEXISTIC OF TEXES							
Types / Instancian      Indian List      Indian List      Universe Transmission      Universe Transmission        Types / Instancian      Emergine      Emergine      Origine      Indian List      Preservation        Tables of Fordbacken      Construction      Universe Transmission      Universe Transmission      Universe Transmission        Address of Fordbacken      Construction      Origine      Preservation      Preservation        Address of Fordbacken      Transmission      Universe Transmission      Universe Transmission      Universe        District of HantLoon      Inter Enterror Dagree      Universe      Fordbacken      Experiment        Control of HantLoon      Interror Dagree      Universe      Interror Dagree      Experiment        Control of HantLoon      Interror Dagree      Experiment Dagree      Experiment Dagree      Experiment Dagree      Experiment Dagree        Control of HantLoon      Interror Dagree      Interror Dagree      Experiment Dagree      Experiment Dagree      Experiment Dagree        Control of HantLoon      Interror Dagree      Interror Dagree      Experiment Dagree      Experiment Dagree      Experiment Dagree      Experiment Dagree      Experiment Dagree </th <th>Institution Information</th> <th></th> <th></th> <th></th> <th></th> <th></th>	Institution Information						
A detaus of rotatulore (UMA Casegos Beorge C) (V C) A detau of rotatulore (UMA Casegos Beorge C) (V C)	Type of institution		HL.		Universiti Teknologi MARA		
A detaus of rotatulore (Particulore) (Partic							
Amount Amount Amount Act 2012 Bender Pruss Asime  Pateode  42020    Denies of Institution  Kalas Senger/							
Beinger.      Beinger.        Diet of restudion      1 Auss Sanger      1 Ausse Sanger        Lein of Body      8 Beiner Degre      5 Unit Sonta      1 Ausse        Conservance      1 Strukture Degre      5 Unit Sonta      1 Ausse        Conservance      1 Strukture Degre      5 Unit Sonta      1 Ausse        Status Example      1 Monthe definition Degre      5 Unit Sonta      1 Ausse        Status Example      1 Monthe definition Degre      5 Unit Sonta      1 Ausse        Heimer Desinitionet      1 No      Nacro Franzis Desinitionet      6        Monthe Internatio Exclusionet      1 Strukture Nacro Degree Desinitionet      1        Beased Nacro Degree Desinitionet      2 Distrume Along Exclusionet      1	Address of Institution						
Detroid freehouse      Kana Sengur        Lavel display      is Senser-Dages      budy Staus      in Automation      Fail transport      Execution        Course Name      is SULVERA-HOUSED-002280-0012020      Case Name      is Sulvera      Selection      Selection      Selection      Selection      is Sulvera      is Sulvera <td></td> <td></td> <td></td> <td>Postcool</td> <td>42300</td> <td></td>				Postcool	42300		
Level of Thody      Bendro Stages      Dody Data      Fut tree      State      State        Core Name      15      FULXPRA-M-DATA-STATES-OFTERSON      Disk Name      0      State        Subject Name      15      PRIXOPRE OF STATASTERSON-TERMINAL      Name Terminity the Name      2020        Name Exercing the Subject      10      Learch Themas      5      Systema Anin Bend Mad.AI        Images Statematics      No      Name Of Terminity Destingent      1      Statematics        Monte Strateg Stratematics      No      Name Of Terminity Destingent      1      Her Stratematics        Monte Strateg Stratematics      2021      Partial Animanas Destingent      1      Her Stratematics        Monte Stratege Stratematics      2021      Partial Animanas Destingent      1      Her Stratematics        Expendent Name Of Compare Study      2021      Destingent Animanas Destingent      1      1	District of leafth disp.						
Owner Name      DirtUNI-bertStröb-dis2238-0-012390      Oase Name      BA22189        Bauer Name      Princhell og StröttersBeglundssop      Name Ministry Index      StrottersBeglundssop        Name Menning und Rulpert      10      Leistwar Name      StrottersBeglundssop        Name Menning und Rulpert      10      Name Menning Und Rulpert      StrottersBeglundssop        Name Menning Und Rulpert      10      Name Menning Und Rulpert      StrottersBeglundssop        Name Menning Und Rulpert      10      Name Menning Und Rulpert      StrottersBeglundssop        Name Menning Und Rulpert      10      Name Menning Und Rulpert      StrottersBeglundssop        Busing Menning Und Rulpert      2014      Descent Menning Und Rulpert      StrottersBeglundssop				Shurly Status	Full firms	Edit Datate	
Subject Varies      PRIA/CPLE OF BUTREPREDUIDING-UP      Year Emminy the Adapted      2000        Month Emminy the Adapted      10      Latanow Year      Bywaters Adm Birns MarcAI        Month Emminy the Adapted      10      Year Of Teamping Embined      Bywaters Adm Birns MarcAI        Month Emminy the Adapted      Year Of Teamping Embined      Year Of Teamping Embined      Year Of Teamping Embined        Month Emminy the Surgery State      Xear of Teamping Embined      Head of Teamping Teamping      Year of Teamping Teamping        Expensive Ward Compares Budy      201      Expensive Konthe Compares Budy      1						Elen Linnen	
Month Conscipute Markania      10      Landow State      8 pulmara Alm Birls Marka Al        Membra Dominant      Na      Year of Instandy Dominant      9        Month of Instandy Dominant      Na      Year of Instandy Dominant      9        Month of Instandy Dominant      Pare of Instandy Dominant      9        Benefit Wirt Dompsa Budy      201      Benefit Worth Congrega Budy      1				Year Enrolling the subject	2020		
Have of Name of Have o							
Noted of Internation Environment : Particle of Internation Training Expended Versit To Complete Study : 1					-,		
Bepealed Van To Complete Study : 1			140				
Lipeter fail to complete catego					1		
Related To Study Field : Yes				Expenses month to complete blody	1		
	Related To Study Field		Yes				
	eCertificates						
+Certificates		_					
		TICHE .					
and a second sec		ioital Academy before end o	(2018				
Chi hava ji domina diseficiale non Peter in public surveis							
ter and the second s							
Constant of the set of distributed Regressions and Constants  The test operative set on the   The test operative set on the   The test operative set on the   The test operative set of the test of test							
Constant of the set of the s							

#### **1.2 BUSINESS PROFILE**

