



اُنْدُوْنِيْسِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA PORTFOLIO

NAME : ALIA NUR HAZIRAH BINTI AMIRUDIN
MATRICS ID : 2018260268
ID NUMBER : 990201-43-5066
CLASS : AC2203E
LECTURER'S NAME : SIR MOHAMMAD ZAIM BIN MOHD
SALLEH
SUBMISSION DATE : 22 NOVEMBER 2019

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EXECUTIVE SUMMARY

The assignment is the study on how to run a business by using the social media. I have chosen a business to be run by me which is a business of selling scarves for women. By doing this business, I have learned on how to promote our products by using social media which is Facebook. Facebook is a social networking and e-commerce site that makes it a strategic platform for entrepreneurs to market their products/services. While doing this assignment, I have learned on how to create sale postings by using teaser, soft sell and hard sell. Actually, an entrepreneur has to be proficient when closing sales using effective "soft sell" to answers customers' enquiries. Furthermore, I have learned on how to attract our customers and introduce our product to the customers. We need to set our customers target in order to make sure that our business running smoothly. We must know what customers want. We also need to know how to handle the upcoming problems.

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1.0 Business registration (Suruhanjaya Syarikat Malaysia (SSM))



SSM
SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA
(Agensi 2020: KPDNKK)



FORM D (PALE 13)

**CERTIFICATE OF REGISTRATION
THE REGISTRATION OF BUSINESSES ACT 1956
(ACT 197)**

This is to certify that the Business carried on under the name

ALIA NUR HAZIRAH BINTI AMIRUDIN
REGISTRATION NO. : 201903283500 (003030609-P)

has this day been registered until **13 OCTOBER 2020** in accordance with the provisions of the Registration of Business Act 1956, with its principle place of business at **NO 20 JALAN SP 1/2 SERI PRISTANA, , , 47000 SUNGAI BULOH SELANGOR.**

Number of branches: N/A (0)

Dated at SISTEM EZBIZ this 14 OCTOBER 2019



SEAL OF THE REGISTRAR OF BUSINESSES
PENINSULAR OF MALAYSIA
Agenda of Signatures and Seal
M.L.S.M. No. 1000
Signed on 06/11/2019 03:20:14



191106032048456



DR. AZMAN BIN RUSSIN
Registrar of Businesses
Peninsular of Malaysia



User Id: Aya990201

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MEMARA SSM@SENTRAL, NO.7, JALAN STESSEN SENTRAL 3, KUALA LUMPUR SENTRAL, 50470 KUALA LUMPUR.
TEL : 03-2299 400 FAX : 03-2299 441 1