



اَوَّلُ دَرَجَةٍ تَكُونُ لَوَكَيْفِي فَالْمَرَّةِ
UNIVERSITI
TEKNOLOGI
MARA

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

NAME : NURUL FATEHAH BINTI JASRIMAN

MATRICS ID : 2018249356

ID NUMBER : 991219106118

CLASS : AC2203E

LECTURER'S NAME : SIR MOHAMMAD ZAIM BIN MOHD SALLEH

DATE OF SUBMISSION: 22 NOVEMBER 2019

ACKNOWLEDGEMENT

Alhamdulillah praise to Allah I have completed my social media portfolio for my ENT530 subject that have been given. To succeed this assignment required a lot of effort and help from others. Firstly, I would like to give my gratitude and thank my lecturer, Sir Mohammad Zaim bin Mohd Salleh for giving opportunity to prepare this portfolio on time. With his guidance, I can complete my assignment for this subject. I highly grateful to some individual who help me a lot either directly or indirectly and make me easy in preparing this assignment especially my lovely classmates who have been answering all my questions, thank you so much. With help from each of you that I mention above I can complete this assignment successfully.

EXECUTIVE SUMMARY

The target of this assignment is to train the students on how to do an online business. We use social media which is Facebook as a platform to promote our products. Facebook is a social networking and e-commerce site that makes it a strategic platform for entrepreneurs to market their product/services. I have chosen a business to be run by me which is a business of selling tote bags. My Facebook page name is Swaggy Totie Bag. Before I launched my product, I start to post a few teasers to give hints and clues on our products to our followers on social media. Besides that, we also learn how to create soft sell and hard sell. Soft sell is where the entrepreneurs give information that relates to their products while hard sell is the post that can attract customers to buy the product.

Furthermore, I have learned the steps on how to attract customers and introduce our product to them. We need to set our customers target and keep posting out our product on social media platform to keep our customers updated. We must know what customers want and how to communicate with them politely so that they can trust our business. We also need to know how to handle the upcoming problems in order to make sure that our business run smoothly.

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1.0 BUSINESS REGISTRATION


KORPORASI SYARIKAT MELAYIA
CORPORATION OF MALAYSIA

BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama
NURUL FATEHAH BINTI JASRIMAN
NO. PENDAFTARAN: 003023419-H

telah didaftarkan dari hari ini sehingga 30 SEPTEMBER 2020 di bawah Akta
Pendaftaran Perniagaan 1956, beralamat di NO92 JALAN MASJID, KAMPUNG
BATU 38, 45200 SABAK BERNAM, SELANGOR

Bil. Cawangan: TIADA

Bertarikh di SISTEM EZBIZ pada 1 OKTOBER 2019.


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2.0 INTRODUCTION TO BUSINESS

2.1 Business Profile

Name of the business : NURUL FATEHAH BINTI JASRIMAN

Business address : No 92, Jalan Masjid, Kampung Batu 38, 45200 Sabak Bernam,
Selangor

E-mail address : fatehahnurul543@gmail.com

Telephone number : 019-2927765

2.2 Organizational chart

Swaggytotiebag is co-founded by Manager Nurul Fatehah binti Jasriman assisted by Operation Manager Nur Athirah binti Mohd Jamil and three other operational staffs which are tailors.

