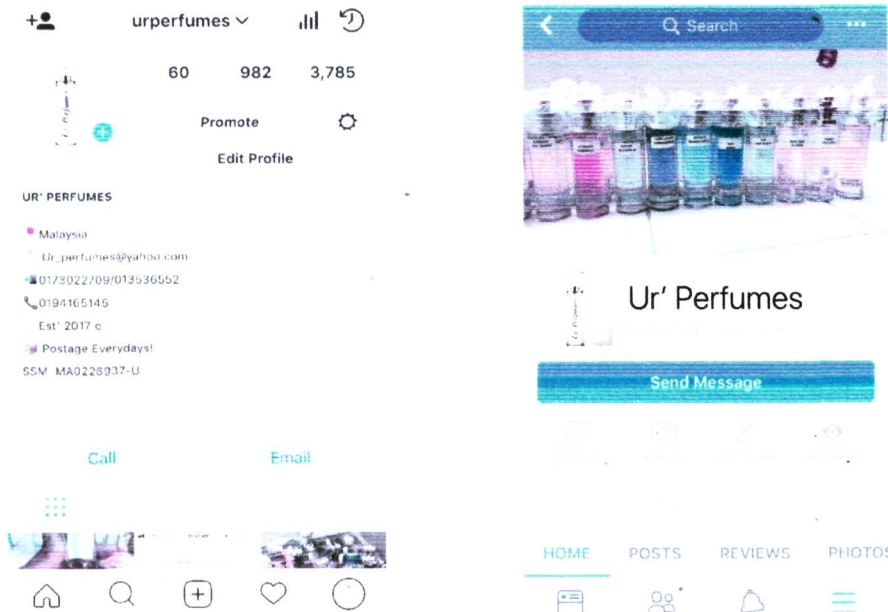




اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ مِيْاْرَا

UNIVERSITI TEKNOLOGI MARA



“SOCIAL MEDIA PORTFOLIO”

PRINCIPLES OF ENTREPRENEURSHIP (ENT530):

FACULTY & PROGRAMME	: FACULTY OF BUSINESS ADMINISTRATION BACHELOR HUMAN RESOURCE MANAGEMENT (BM243)
SEMESTER	: SEMESTER 4
PROJECT TITLE	: UR' PERFUMES
GROUP MEMBERS	:1. MOHAMMAD RAFIQI BIN SAAD (20155209958) 2. MOHAMAD HAIZAL BIN ABDUL GHAFFAR CHEONG (2015691126) 3. MUHAMMAD SHAKIL BIN MOHAMAD (2016688938)
LECTURER	: MADAM ZANARIAH BINTI ZAINAL ABIDIN

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Acknowledgement

Firstly, we would like to express my deepest appreciation to all those who provided me the possibility to complete this social media report. A special gratitude I give to our lecturer Madam Zanariah Binti Zainal Abidin whose contribution in stimulating suggestions and encouragement helped us to coordinate this case study and writing this report.

Furthermore I would also like to acknowledge with much appreciation to my group members which is Mohamad Haizal and also Mohammad Rafiqi because provides your ideas and time to complete this assignment. Besides that, we also would like to say a lot thank you to our fellow friends who gave the ideas and information to finish this report. Last but not least, many thanks go those have invested his full effort in guiding the us in finish up this report and for the endless support.

Executive Summary

In this report we just focussing on how to make a sells of "Ur' Perfumes on Instagram and Facebook. From what we can see, by using instagram its much easier to convince a people to purchased because the trend of business nowadays promoting more to by using social media network and facebook. Not only that, from instagram they can see pictures of the product that we are selling, videos, tips and also tutorials to used a perfumes very well.

Hence, we also can see product market by using this method for example what type of perfumes that customers needs and attract. For an example, by using instagram they can see packaging of the perfumes, logo and examples of product that we sell. Instagram also good be of our social media platform for marketing purposes because we can built awareness of account on Instagram by using attractive pictures and hashtag.

Last but not least, for generations nowadays, they more prefer shopping online rather than walk in shop to buy something, because they believe that buy online the price are more affordable and more choice have in that instagram, so that satisfaction as buyers can see from that when customer get what he want with good price and quality.

Introduction of Business

Name

Ur' Perfumes

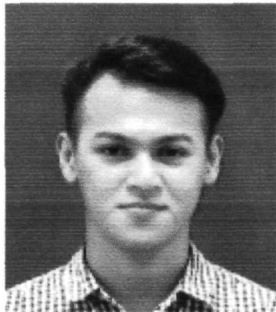
Address

IKS Rembia, 78000 Alor Gajah, Melaka.

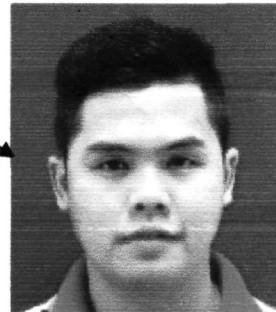
Organizational Chart



**Mohammad Rafiqi Bin Saad
(Manager)**



**Muhammad Shakil Bin Mohamad
(Admin)**



**Mohamad Haizal Bin Abdul
Ghaffar Cheong (Marketing)**

Mission

We excite, inspire and soothe the human spirit, one person and one bottle at a time.

Vision

Aim to be a world leader in fine perfumery, always anticipating and meeting the tastes and preferences of our discerning customers and bringing them serenity through the medium of perfumes in Malaysia.

Description of Product

Ur' Perfumes has been established at 2017. We do what we love and so we always explore the changing trends to consistently cater for the tasters of our discerning customers. Ur Perfumes has successfully struck a chord with growing number of perfumes lovers all over the Malaysia.

Ever since the first bottle was released in this year, Ur Perfumes has steadily grown in stature putting together a fragrant network by using social media network such as Instagram

Prices list

1 Bottles = RM35.00

Instagram (IG) – Ur' Perfumes

↓ Content in Instagram (IG)

In our instagram account we already shared with our follower about our type of perfumes that we have. Hence, we also provides with pictures of our perfumes, so that it easily to people (follower) to make their choice easily and read description on caption every pictures that we already update at our official instagram of Ur Perfumes. Besides that, we also giving some tips to our follower about to selecting the suitable perfumes, how to used perfumes and also differentiate between perfumes edt and edp.

↓ Build awareness of account on Instagram (IG)

For this one, we like to ask our follower some question every our post in instagram, because we know that once we update, we can get more like or comment if we try to convince them by soft sell. Between question and pictures that we uploaded, we will try to enhance them with our product or new stock available for them.

↓ Hashtag

As we know, by using hashtag its much easier to our follower to looking some of their product, at our instagram we mostly we will put hashtag because we believe some people might prefer using hashtag ig looking something that want to buy. For an example hashtag that we use at our account which is **#UiTMPuncakAlam #BM243 #UrPerfumes #UrFavouriteUrPerfumes #FrangranceTips #ENT530 #Perfumes**

↓ Attractive Pictures

Instagram as we know that such a album that full of pictures inside every account. For our account, absolutely we want our follower attract to our perfumes, so we will try our best to put the most of attractive pictures to make our customers more interesting with our perfumes.

↓ Create Call To Action

For this one, what we can do it which is we most prefer our follower by user Direct Message (DM) at our account or another choice that we provides which is by using whatsapp to phone no highlight at our instagram account if want to purchased Ur Perfumes.

↓ Frequently of Posting

At our instagram we can conclude every morning or noon we will post our latest post regarding perfumes, tips, or example that the follower can know that we active at there. Besides that, at the same time we will try to response any direct messages or whatsapp as soon as possible.

↓ Sales of Report

Sales of report we can said that the most promoting perfumes that you do, so that every post or hour you will get feedback from customer about Ur Perfumes.

Facebook (FB) – Ur' Perfumes

↓ Content in Facebook

In our facebook, we create this account because as we know facebook are more powerful of social media interaction among us. So by using alternative of facebook we think it will help us to increased of our sales for those who are already likes our page on facebook. Besides that, we also know that facebook are more easier to used if compare others social media networking nowadays. Futhermore, by using facebook we can also invite people to likes, join contest and it more helpful for beginner business for us. Lastly, by using facebook also we can see a lot of strategies or marketing example that we can use to attract people to buy our product.

↓ Build awareness of account on Facebook (FB)

For this one, we like to using facebook too because it might easier to build a awareness at us to gains more buyers outside there. Its also can directly contact us by using private message that in facebook. So directly can get what kind of information that he or she wants.

↓ Hashtag

As we know, by using hashtag its much easier to our follower to looking some of their product, at our facebook we mostly we will put hashtag because we believe some people might prefer using hashtag facebook looking something that want to buy. For an example hashtag that we use at our account which is *#UiTMPuncakAlam #BM243 #UrPerfumes #UrFavouriteUrPerfumes #FrangranceTips #ENT530 #Perfumes*

↓ Attractive Pictures

By using an attractive pictures, it more helpful because we can see that easy to attract people who likes our page to make their choice based on pictures of product that we sell thru facebook.

↓ Create Call To Action

For this one, what we can do it which is we most prefer our likers by using Private Messages at our account or another choice that we provides which is by using whatsapp to phone no highlight at our facebook account if want to purchased Ur Perfumes.

↓ Frequently of Posting

At our facebook we can conclude every morning or noon we will post our latest post regarding perfumes same with instagram because we connect both our account to easier give some tips, or example that the likers can know that we active at there. Besides that, at the same time we will try to response any private messages or whatsapp as soon as possible.

↓ Sales of Report

Sales of report we can said that the most promoting perfumes that you do, so that every post or hour you will get feedback from customer about Ur Perfumes.

Conclusion

In conclusion, by using social media network it helps us a lot for promoting, sales, build awareness of account on Instagram, soft sell and create call to action. Because by using instagram follower can see what kind of product he/she want to buy, the important thing they can make their own choice as long the stock still available. Not only that, its much easier to make a good decision if want buy a perfumes because we as seller already provides some information about perfumes and tips can be used to get the best one. Not forget how to close sales with customer without using hard sell, because by using instagram we just need to provides a attractive pictures with a good of captions that attract follower to read and response it after post.

Lastly, for nowadays social media gives higher impact for business marketing tools because it relevant now with teenagers or people outside there that familiar buy purchasing online product thru instagram or facebook.

Appendices Instagram

urperfumes ▾ 60 982 3,785

Promote Edit Profile

UR' PERFUMES

- Malaysia
- Ur_perfumes@yahoo.com
- 0173022709/013536552
- 0194165145
- Est. 2017
- Postage Everyday!
- SSM MA0226937-U

Call Email

urperfumes ▾

View insights Promote

urperfumes ▾

View insights Promote

Liked by akilm_, ameradli_abubakar and 3 others

urperfumes Morning and happy Deepavali everyone! 🌸

Here is some of our perfumes! 📦 ready for packaging & tagging. 📦

Stay tune for next update!
#eusahawan #uitm #kampusuncakalam #bm243 #urperfumes #urfavouriteurperfumes

urperfumes ▾

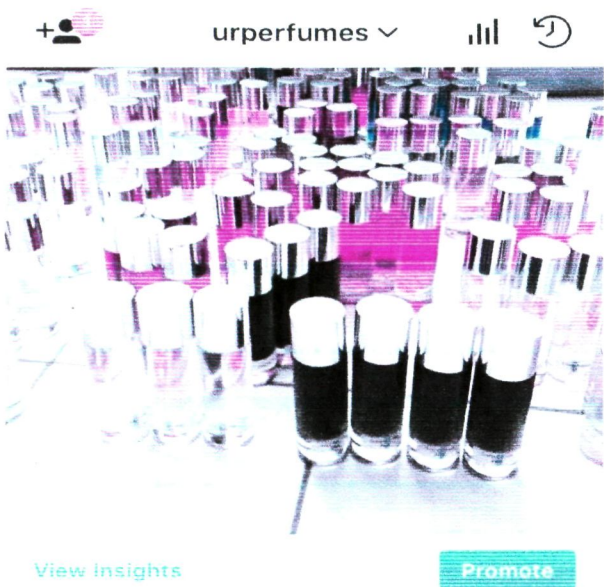
View insights Promote

Liked by akilm_, amila_fauzi and 2 others

urperfumes Some tips for you when to apply perfumes at your body! 🌸
#eusahawan #uitm #kampusuncakalam #bm243 #urperfumes #urfavouriteurperfumes #spraysprayurperfumes

delicioso.dee Good luck for ent

urperfumes @delicioso dee hi, thank you for following us! Stay tune for next update okay? We will update your favourite perfume! #urperfume 🌸



View Insights

Promote

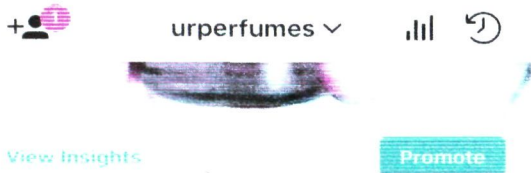


Liked by **akilm_**, **haizalcheong** and 8 others
urperfumes Morning lovely! 🌸🌸



View Insights

Promote



View Insights

Promote



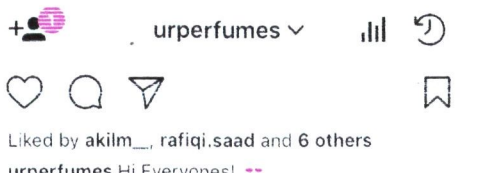
Liked by **akilm_**, **haizalcheong** and 3 others
urperfumes Good Afternoon & Happy Sunday
 Guys! 🌸🌸

Another perfumes that we want introduced to you
 which is Katy Perry Pur! 🌸🌸

Do not worried because it will be long lasting once
 you spray at your body! 🌸🌸🌸🌸

For sure the prices are affordable! Do not hesitate
 to dm or whatsapp us 0173022709 for more info!

[#eusahawan](#) [#uitm](#) [#uitmpuncakalam](#) [#bm243](#)
[#ent538](#) [#urperfumes](#) [#urfavouritesurperfumes](#)



Liked by **akilm_**, **rafiqi.saad** and 6 others
urperfumes Hi Everyones! 🌸🌸

Some of our perfumes which is Gucci Guilty Black
 Man, Burberry Black, Bulgary Man In Black, Armani
 Black Code Man, Polo Black & Paco Black XS Man.

In one colour but had have varities of types! 🌸🌸

For more information you can directly dm us or
 whatsapp at 0173022709 for more info!

[#eusahawan](#) [#uitm](#) [#uitmpuncakalam](#) [#bm243](#)
[#urperfumes](#) [#urfavouritesurperfumes](#) 🌸🌸





urperfumes



View insights

Promote



Liked by akilm_, haizalcheong and 9 others
urperfumes Hi guys! How was your day? 🍷



urperfumes



View insights

Promote



Liked by akilm_, haizalcheong and 6 others
urperfumes Good Afternoon Everyone! 🍷

Lancome Hypnose! Can be one of your favourite perfumes! 🍷 inspired by Lancome and the price are more affordable. 🍷

For more detail can whatsapp us at 0173022709 or directly dm us! We will try response as soon possible!

#eusahawan #uitm #uitmpuncakalam #bm243
#entrepreneurship #urperfumes
#urfavouriteurperfumes #frangranceltips
#mgt530



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Promote





Liked by akilm_, haizalcheong and 7 others

urperfumes Hi & Happy working everyone! It monday guys.

What perfumes that you spray at your body this morning? Dunhill red? Dunhill blue? Or Paco Invictus?

If you dont have any perfumes above and wanna try it, do not hesitate to contact me at 0173022709 or directly dm us!

#eusahawan #uitm #uitmpuncakalam #bm243 #entrepreneurship #urperfumes #urfavouriteurperfumes #frangranceltips #mgt530

urperfumes



View insights

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Liked by akilm_, haizalcheong and 13 others

urperfumes Hi everyones!

Heres is our packaging for Ur Perfumes! more colour, and more types of your favourite are here!

Looking suitable perfumes for you or love one? Pelase do not hesitate to contact me at 0173022709 or can directly pm me.

#uitm #uitmpuncakalam #bm243 #urperfumes #urfavouriteurperfumes #entrepreneurship #ent530 #perfumes



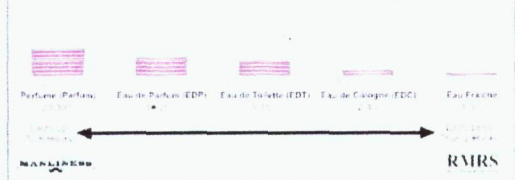
urperfumes Happy sunday and have a nice day everyone!

What your plan for today? Did you take your breakfast this morning? If you read this post why not shared with me what your breakfast? Admin just done with Nasi Lemak and hot milo for breakfast!

As usual during weekend, after take a breakfast i already plan to go someplace to buy my stuff and looking some food for lunch! and the difficult part before i go which perfumes that i want spray to my body!

For me every perfumes have their own identity, for an example for me i most likely to soft perfumes because its more suitable for me.

If anyone of you looking some of perfumes that suitable for you and dont k now which one are better for you, do dm us or directly whatsapp at 0173022709 for more information! #eusahawan #uitm #uitmpuncakalam #bm243 #entrepreneurship #urperfumes #urfavouriteurperfumes #frangranceltips #mgt530



View insights

Promote



Liked by akilm_, karlani_h.s and 13 others

urperfumes Hi & Good Morning!

The differentiated of Perfumes, Eau De Parfume(EDP), Eau De Toilette (EDT), Eau De Cologne (EDC) & EAU FRAICHE.

Each perfumes have different long last up. For Ur Perfumes it will be 8 hours.

#eusahawan #uitm #uitmkampusuncakalam #bm243 #urperfumes #urfavouriteurperfumes #entrepreneursip





**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA, MALAYSIA**

**RUBRIC
PRINCIPLES OF ENTREPRENEURSHIP
ENT530**

**BY
NOOR AZLINA MOHAMED YUNUS
SOCIAL MEDIA PORTFOLIO**



RUBRICS
SOCIAL MEDIA PORTFOLIO (30%)

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
COURSE CODE : ENT530
STUDENT'S NAME : **Mohammad Rafiqi Bin Saad**
Muhammad Shakil Bin Mohamad
Mohamad Haizal Bin Ghaffar Cheong

LECTURER'S NAME : **Madam Zanariah Binti Zainal Abidin**
PROGRAM : **BM243**
GROUP : **NBH6B**

Criteria	Marks Allocated	Poor (1)	Moderate (2)	Satisfactory (3)	Good (4)	Excellent (5)	C	P	A	Weighted Marks Obtained (%)
FACEBOOK (FB)										
Create FB page	5	Unable to create FB page	Able to create FB page	Able to create FB page with interesting layout	Able to create FB page with interesting layout and format	Able to create FB page with interesting layout and format as well as complete business information			A3	
Custom URL FB Page	5	Unable to acquire any like	Able to acquire 1 – 30 likes	Able to acquire 31 – 60 likes	Able to acquire 61 – 90 likes	Able to acquire 91 likes and above as well as changed FB URLs to Custom URLs Eg: www.facebook.com/rochin-kitchen			A3	
FB Teaser Post	5	Unable to post any teaser	Able to post 1 – 5 teasers	Able to post 6– 10 teasers	Able to post 11 – 15 teasers	Able to post 16 teasers and above			A3	
Criteria	Marks Allocated	Poor (1)	Moderate (2)	Satisfactory (3)	Good (4)	Excellent (5)	C	P	A	Weighted Marks Obtained (%)

Copywriting – Hard Sell	10	Unable to do any post	Able to do 1 – 10 posts using the correct hard sell technique - AIDA	Able to do 11 – 20 posts using the correct hard sell technique - AIDA	Able to do 21 – 30 posts using the correct hard sell technique – AIDA	Able to do 31 posts and above using the correct hard sell technique - AIDA			A3	
Copywriting – Soft Sell	10	Unable to do any post	Able to do 1 – 10 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA	Able to do 11 – 20 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA	Able to do 21 – 30 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA	Able to do 31 posts and above using the correct soft sell technique – Title – Introduction of story – Storytelling - CTA			A3	
Frequency of Posting	5	Unable to do any post in a month	1 – 10 posts in a month	11 – 20 posts in a month	21 – 30 posts in a month	31 posts and above in a month			A3	
TOTAL	40									/40

INSTAGRAM (IG)

Criteria	Marks Allocated	Poor (1)	Moderate (2)	Satisfactory (3)	Good (4)	Excellent (5)	C	P	A	Weighted Marks Obtained (%)
Contents in Instagram	5	Unable to create an Instagram account	Able to create an Instagram account	Able to create an Instagram account and upload a profile picture	Able to create an Instagram account and upload a profile picture and a basic business profile	Able to create an Instagram account and upload a profile picture and a basic business profile that are complete and attractive			A3	
Frequency of Posting	5	Unable to do any post in a month	1 – 10 posts in a month	11 – 20 posts in a month	21 – 30 posts in a month	31 posts and above in a month			A3	
Build awareness of account on Instagram (Followers)	5	Able to acquire 1 – 200 followers	Able to acquire 201 – 400 followers	Able to acquire 401 – 600 followers	Able to acquire 1 – 800 followers	Able to acquire 801 followers and above			A3	

Criteria	Marks Allocated	Poor (1)	Moderate (2)	Satisfactory (3)	Good (4)	Excellent (5)	C	P	A	Weighted Marks Obtained (%)
Hashtag #usahawan #uitm #kampus puncakalam #BM231 (compulsory #)	10	Unable to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique)	Able to use slightly the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique)	Able to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique)	Able to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique) but inadequate compulsory Hashtag	Able to use the correct Hashtag on the bio profile or every uploaded image (Eg: Trendy, General and Unique) as well as compulsory Hashtag			A3	
Attractive Picture	10	Unable to upload images	Able to upload images (1 – 5 pictures)	Able to upload images but not interesting (6 – 10 pictures)	Able to upload images that are interesting in terms of backgrounds, props, lighting and rules of third (11– 15 pictures)	Able to upload images that are interesting in terms of backgrounds, props, lighting and rules of third (15 pictures and above)			A3	
Create Call To Action (CTA)	5	Unable to create CTA	Able to create CTA but provide phone number only	Able to create CTA but provide phone number and website / FB link only	Able to create CTA but provide phone number and e-mail address only	Able to create CTA by providing phone number, website / FB link, and e-mail address			A3	
TOTAL	40									/40
OVERALL TOTAL	80									/80 X 30 =



RUBRICS
SOCIAL MEDIA PORTFOLIO REPORT (10%)

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
 COURSE CODE : ENT530
 STUDENT'S NAME : _____

 LECTURER'S NAME : _____
 PROGRAM : _____
 GROUP : _____

Criteria	Marks Allocated	Poor (1)	Moderate (2)	Satisfactory (3)	Good (4)	Excellent (5)	C	P	A	Weighted Marks Obtained (%)
Preliminary materials	5	Provide poor preliminary materials <ul style="list-style-type: none"> Cover page (1 mark) Acknowledgement (1 mark) Executive summary (2 marks) Table of contents (1 mark) 	Provide moderate preliminary materials <ul style="list-style-type: none"> Cover page (1 mark) Acknowledgement (1 mark) Executive summary (2 marks) Table of contents (1 mark) 	Provide satisfactory preliminary materials <ul style="list-style-type: none"> Cover page (1 mark) Acknowledgement (1 mark) Executive summary (2 marks) Table of contents (1 mark) 	Provide good preliminary materials <ul style="list-style-type: none"> Cover page (1 mark) Acknowledgement (1 mark) Executive summary (2 marks) Table of contents (1 mark) 	Provide excellent preliminary materials <ul style="list-style-type: none"> Cover page (1 mark) Acknowledgement (1 mark) Executive summary (2 marks) Table of contents (1 mark) 			A3	

	Allocated	(1)	(2)	(3)	(4)	(5)				Obtained (%)
Business registration (Suruhanjaya Syarikat Malaysia (SSM))	5	Do not do business registration via Suruhanjaya Syarikat Malaysia (SSM)				Do business registration via Suruhanjaya Syarikat Malaysia (SSM)				A3
Introduction of business	5	Provide poor introduction of business <ul style="list-style-type: none"> • Name and address of business • Organizational chart • Mission / vision • Descriptions of products / services • Price list 	Provide moderate introduction of business <ul style="list-style-type: none"> • Name and address of business • Organizational chart • Mission / vision • Descriptions of products / services • Price list 	Provide satisfactory introduction of business <ul style="list-style-type: none"> • Name and address of business • Organizational chart • Mission / vision • Descriptions of products / services • Price list 	Provide good introduction of business <ul style="list-style-type: none"> • Name and address of business • Organizational chart • Mission / vision • Descriptions of products / services • Price list 	Provide excellent introduction of business <ul style="list-style-type: none"> • Name and address of business • Organizational chart • Mission / vision • Descriptions of products / services • Price list 				A3
Facebook (FB) post Teaser	5	Unable to provide any teaser post (print screen)	Able to provide 1 – 5 teasers post (print screen)	Able to provide 6 – 10 teasers post (print screen)	Able to provide 11 – 15 teasers post (print screen)	Able to provide 16 teasers and above (print screen)				A3
Facebook (FB) post Copywriting – Hard Sell	5	Unable to provide any hard sell post (print screen)	Able to provide 1 – 10 hard sell posts (print screen)	Able to provide 11 – 20 hard sell posts (print screen)	Able to provide 21 – 30 hard sell posts (print screen)	Able to provide 31 hard sell posts and above (print screen)				A3
Facebook (FB) post Copywriting – Soft Sell	5	Unable to provide any soft sell post (print screen)	Able to provide 1 – 10 soft sell posts (print screen)	Able to provide 11 – 20 soft sell posts (print screen)	Able to provide 21 – 30 soft sell posts (print screen)	Able to provide 31 soft sell posts and above (print screen)				A3
Facebook (FB) – Frequency of Posting	5	Unable to provide any posting in a month (print screen)	Able to provide 1 – 10 posting in a month (print screen)	Able to provide 11 – 20 posting in a month (print screen)	Able to provide 21 – 30 posting in a month (print screen)	Able to provide 31 posting and above in a month (print screen)				A3

Criteria	Allocated	(1)	(2)	(3)	(4)	(5)				Obtained (%)
Facebook (FB) – Sales report	5	Unable to provide any sales report and evidence (print screen)	Able to provide sales report and evidence with minimal sales of RM20 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen)	Able to provide sales report and evidence with total sales of RM40 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen)	Able to provide sales report and evidence with total sales of RM60 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen)	Able to provide sales report and evidence with total sales of RM61 and above as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen)			A3	
Create contents on Instagram	5	Unable to provide an Instagram account (print screen)	Able to provide an Instagram account (print screen)	Able to provide an Instagram account and upload a profile picture (print screen)	Able to provide an Instagram account and upload a profile picture and a basic business profile (print screen)	Able to provide an Instagram account and upload a profile picture and a basic business profile that are complete and attractive (print screen)			A3	
Build awareness of account on Instagram (Followers)	5	Able to acquire 1 – 200 followers (print screen)	Able to acquire 201 – 400 followers (print screen)	Able to acquire 401 – 600 followers (print screen)	Able to acquire 1 – 800 followers (print screen)	Able to acquire 801 followers and above (print screen)			A3	
Hashtag #usahawan #uitm #kampus #puncakalam #BM231 (compulsory #)	5	Unable to provide the correct Hashtag on the bio profile or every uploaded image (print screen)	Able to use slightly the correct Hashtag on the bio profile or every uploaded image (print screen)	Able to use the correct Hashtag on the bio profile or every uploaded image (print screen)	Able to use the correct Hashtag on the bio profile or every uploaded image but inadequate compulsory Hashtag (print screen)	Able to use the correct Hashtag on the bio profile or every uploaded image as well as compulsory Hashtag (print screen)			A3	

	Allocated	(1)	(2)	(3)	(4)	(5)				Obtained (%)
Attractive Picture	5	Unable to upload any picture (print screen)	Able to upload 1 – 5 pictures (print screen)	Able to upload 6 – 10 pictures but not interesting (print screen)	Able to upload 11– 15 pictures that are interesting in terms of backgrounds, props, lighting and rules of third (print screen)	Able to upload 15 pictures and above that are interesting in terms of backgrounds, props, lighting and rules of third (print screen)			A3	
Create Call To Action (CTA)	5	Unable to create CTA (print screen)	Able to create CTA but provide phone number only (print screen)	Able to create CTA but provide phone number and website / FB link only (print screen)	Able to create CTA but provide phone number and e-mail address only (print screen)	Able to create CTA by providing phone number, website / FB link, and e-mail address (print screen)			A3	
Instagram (IG) – Frequency of Posting	5	Unable to do any post in a month (print screen)	1 – 10 posts in a month (print screen)	11 – 20 posts in a month (print screen)	21 – 30 posts in a month (print screen)	31 posts and above in a month (print screen)			A3	
Instagram (IG) – Sales report	5	Unable to provide any sales report and evidence (print screen)	Able to provide sales report and evidence with minimal sales of RM20 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen)	Able to provide sales report and evidence with total sales of RM40 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen)	Able to provide sales report and evidence with total sales of RM60 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen)	Able to provide sales report and evidence with total sales of RM61 and above as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen)			A3	
Conclusion	5	Unclear conclusion on social media portfolio	Moderate conclusion on social media portfolio	Satisfactory conclusion on social media portfolio	Good conclusion on social media portfolio	Excellent conclusion on social media portfolio			A3	

	Allocated	(1)	(2)	(3)	(4)	(5)	Obtained (%)
Appendices	5	Provide poor and irrelevant appendices related to business and social media portfolio	Provide moderate and relevant appendices related to business and social media portfolio	Provide satisfaction and relevant appendices related to business and social media portfolio	Provide good and relevant appendices related to business and social media portfolio	Provide excellent and relevant appendices related to business and social media portfolio	A3
Writing style, spelling and grammar	5	Poor writing style, spelling and a lot of grammatical errors	Moderate writing style, spelling and minimal grammatical errors	Satisfactory writing style, spelling and sentences were correctly constructed	Good writing style, spelling and sentences were correctly constructed and well-articulated	Excellent writing style, spelling and sentences were well written and expressed	A3
Format and organization	5	Provide poor format and organization of overall report	Provide moderate format and organization of overall report	Provide satisfaction format and organization of overall report	Provide good format and organization of overall report	Provide excellent format and organization of overall report	A3
Teamwork (Group Work)	5	Never contribute ideas and perform tasks	Rarely contribute ideas and perform tasks	Occasionally contribute ideas and perform tasks	Usually contribute ideas, perform tasks, tolerant and fair decision	Routinely contribute constructive ideas, perform all tasks, high tolerance and outstanding decision	A3
TOTAL	100						/100 X 10 =