



اَبُو بَرَكَاتٍ سَيِّدِي تَيْكُونُ لَوْ كُنِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

TITLE:

PROFESSIONAL HENNA SERVICE BY HENNAFIWAAA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF ART & DESIGN
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GROUP : GROUP C
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ANKNOWLEDGEMENT

First of all, I would like to thank Allah S.W.T. and His messenger, Prophet Muhammad S.A.W. It is impossible for me to finish this assignment without His blessing. I have finally managed to finish up this assignment with great enthusiasm and determination. I also use my free time to find ideas and discuss about this assignment to ensure that my work is complete and perfect.

It is a great opportunity for me to write about Media Social Portfolio. I am creating a Facebook page platform which is for my entrepreneur. I already have my own business that is known as a service Henna Fiwaana and selling the product of henna. I am actually focusing on those topics which are important for us to understand how to create one easily if you have a media social portfolio.

I acknowledge with gratitude to my assistant, Madam Salzainna Zainul Abidin, my respective lecturer, who has always been sincere and helpful in making me understand about entrepreneurship subject.

I have tried hard and soul to gather all relevant documents regarding this subject. I don't know how far I am able to do that. Furthermore, I don't claim all the information in this portfolio is included perfectly. There may be shortcomings, factual errors, mistaken opinions which are all mine and I alone am responsible for those but I will try to give a better volume in the future.

Thank you.

EXECUTIVE SUMMARY

The following document will be used to determine the potential and viability of the proposed project for my development throughout the media social entrepreneurship.

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Social media has gone mainstream, and for businesses it represents an unprecedented marketing opportunity that transcends traditional middlemen and connects companies directly with customers. This is why nearly every business on the planet is exploring social media marketing initiatives.

'Halus dengan Seni' is a trademark for our Henna Fiwaaa service. The main objective that is to achieve for the business is to variety of Henna from Professional Henna Artist to our customer with affordable price and luxurious taste. Our business was started on 13 of November in 2015. According to the customer review, our product gave a great service because I will take care of the bridal henna from the beginning until the henna is washed. The henna products I use are from the Zurarahim henna brand. This brand is very good and popular among henna makers. In fact, I also sell this henna product to the public with affordable price. Hence, this product provides a good insight for the continuation of sale to our customers.

During this 5 year period, hennafiwaa service has been known to many people. In fact, hennafiwaa has also traveled around several states such as Negeri Sembilan, Selangor, Johor and now in the state of Pahang. Increasing demands for our service and product results into a good profitable sale revenue to my business project.

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1.0 GO- ECOMMERCE REGISTRATION

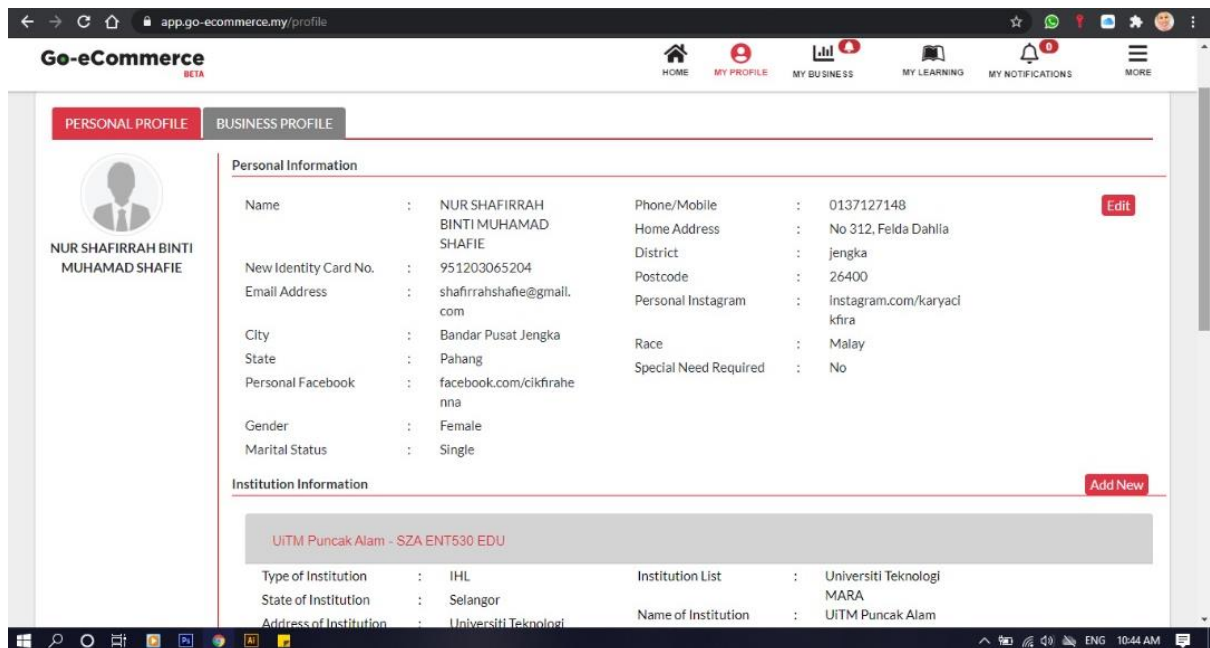


Figure 1.0 Ecommerce Registration for ENT530