



اَوْنِيُوْا سِيَّتِي تَتِيكُوْا لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP
ENT530

Title
SOCIAL MEDIA PORTFOLIO

Prepared for
DR. SYUKRINA ALINI MAT ALI

Prepared by
HABIBAH TOBENG BINTI MOHAMAD KILAU MANSOR TOBENG (2020985487)

BA232 3D

Submission date
30 DECEMBER 2020

ACKNOWLEDGEMENT

السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ

Praise to Allah for the strength given, finally I have done my assignment which is the Social Media Portfolio. I would like to take this opportunity to thank for everyone that gave help and support. Without guidelines from them, my project assignment will not be successfully complete.

First of all, I would like to thank to Dr. Syukrina Alini Mat Ali as my lecturer of Principles Of Entrepreneurship (ENT530) for her encouragement, commitment, advice and guidelines were invaluable during accomplishing this project.

Last but not least, I would also like to thank to fellow classmates for their help and ideas in completing this report. Thank you so much and I hope that lecturer, Dr. Syukrina Alini Mat Ali is satisfied and giving full consideration in marking this assignment.

Thank you.

Habibah Tobeng Binti Mohamad Kilau Mansor Tobeng (2020985487)

EXECUTIVE SUMMARY

In this portfolio, the things discussed are the ways on managing a business that has just started on an online platform. Some of the issues discussed are the business information such as the background of the business, which include the name of the business, the location and address of the business. There is also the organization chart of the business, the owner that started the business who is at the top of the chart and the staffs working with the owner.

The business that was created is Cardigan Dream which focuses on selling cardigan sweaters located in Shah Alam and the owner is Habibah Tobeng Binti Mohamad Kilau Mansor Tobeng. The business commenced on 26 October 2020. The business is located at No. 24, Jalan Gunung Nuang U11/29, Bukit Bandaraya, 40170, Shah Alam, Selangor. Cardigan Dream is an online business that uses online platforms such as Facebook and WhatsApp to connect with its customers. The workers consists of only three staffs.

All of the marketing strategy of this business is through online platform which is through Cardigan Dream's official Facebook page. Everything was done online due to the sudden Covid-19 outbreak in the world which causes people including Malaysians movement to be monitored by authorities which limits the way to promote this business in the normal way such as selling face to face by opening a booth.

In this portfolio, students were required to create the business Facebook page which include all of the business basic information such as the business name, address, types of products, description of the products, list of product pricing and also the postage fee. The Facebook page's URL link needed to be customized to make it easier for potential customers to search for it.

The postings in the Facebook page includes teasers to let readers know that something new is going to be released or to make readers feel excited to wait for the real thing to come. Other than that is the hard sell postings that is used to make people attracted to the products and services provided and to invite them to make a purchase through the messaging in Facebook or through WhatsApp. Then, soft sell postings which is used to create trust from readers and potential customers towards the business. And lastly is the frequency postings which is used to make sure that customers feel a sense of connection with the business and do not get bored when viewing the business Facebook page.

TABLE OF CONTENT

NO.	ITEMS	PAGE
	Cover Page	i
	Acknowledgement	ii
	Executive Summary	iii
	Table of Contents	iv
	List of Figures	v
	List of Tables	vii
1.0	Go-Ecommerce Registration	1
2.0	Introduction of Business	2
2.1	Name and Address of Business	3
2.2	Organizational Chart	3
2.3	Mission / Vision	3
2.4	Descriptions of Products / Services	4
2.5	Price List	6
3.0	Facebook	7
3.1	Creating Facebook Page	7
3.2	Customizing URL Facebook Page	9
3.3	Facebook Post	9
3.3.1	Teaser	9
3.3.2	Copywriting Hard Sell	13
3.3.3	Copywriting Soft Sell	21
3.3.4	Frequency of Posting	30
4.0	Conclusion	43
5.0	Appendices	44

1.0. GO-ECOMMERCE REGISTRATION

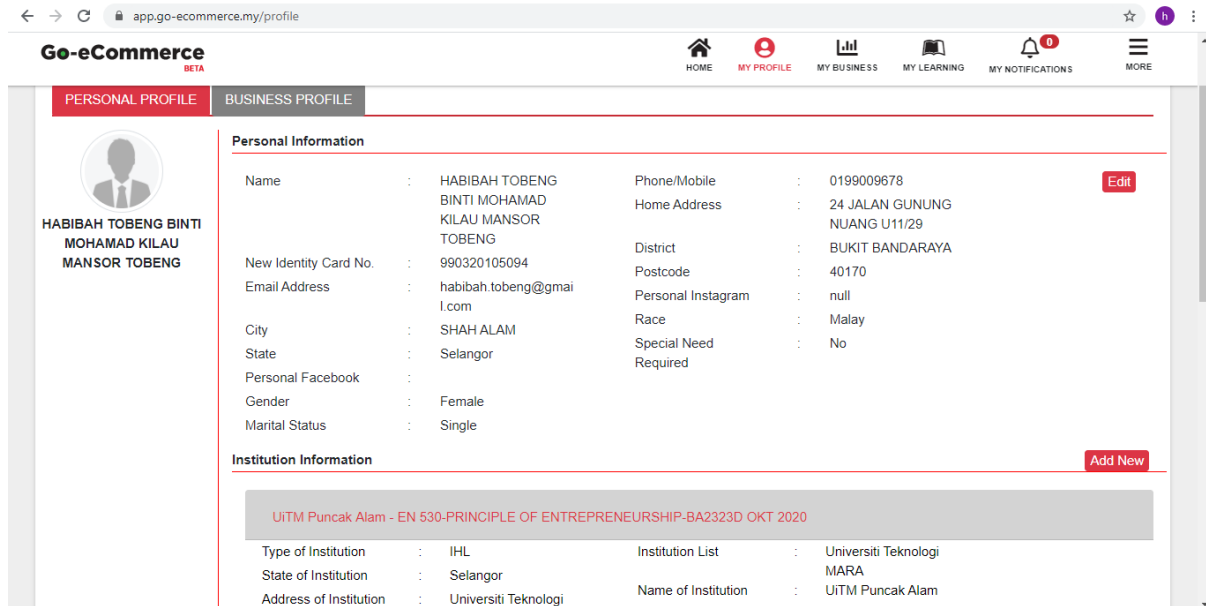


Figure 1: Go-Ecommerce Registration Part 1

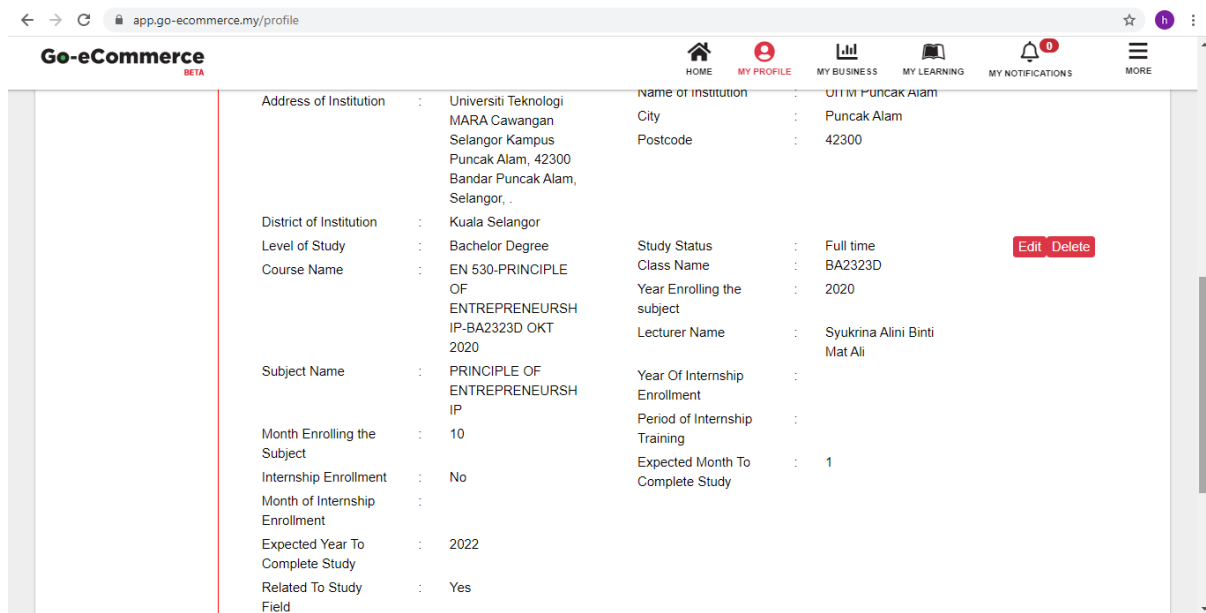


Figure 2: Go-Ecommerce Registration Part 2