



اَوْنِيُوْ سِيْتِي تِي كُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
FINANCE (BA242)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO



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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Nurbella Empires Sdn Bhd was founded in 2018 and keeps growing company today by using innovative concepts for new product creation to satisfy all muslimah needs. It is also known as one of the fashion muslimah platform that produces muslimah attire with top 1 brand in Malaysia. The main objective of the business is to provide the best quality, exclusive and trendy attire to all muslimah in keeping with the passage of time.

In addition, Nurbella Empires is a company that produce and creating with their own of handsock which consist of variety types and colours. Handsock is the main product of Nurbella Empires. The target customers is to woman in the age of 12- 60 years. It offers affordable and cheaper price of handsocks with exclusive made in the market. This is because, not everyone afford to buy and wear handsocks to covers the 'aurat'.

Thus, I used online platform in order to promote, marketing and sales of handsocks product by Nurbella. I also learned to use ecommerce platform in doing the business or to record the sales. The management of Nurbella handsocks consists of Mrs. Nur Izati Ghani. I create Facebook page in order to expand the business well through social media. Copywriting techniques are important for every business in order to convince and influence prospects online to buy the products. Teaser, hardsell, softsell and also frequency post are use for interest advertising way to grabs customers attention and to make the product which is handsock by Nurbella easy to known from many people. From the FB page, I able to gets 119 likes and 120 followers. The customers can visit my facebook page to know more for the details about Nurbella handsocks. This helped the company to save a lot of cost involved and can reach the widen target market.

Besides, most customers of Nurbella handsock give a positive feedback about it which in turns makes them to repeat buying that handsocks again. This will make the Nurbella handsocks become well known from many customers. Nurbella handsocks also have plans to expand their business to global market and reach the Asian country to enhance the brand recognition and increase the sales well. It also aimed to fulfill customer's requirement to reach the fully satisfaction from many customers.

TABLE OF CONTENT

	PAGES
COVER PAGE	i.
ACKNOWLEDGEMENT	ii.
DECLARATION FORM	iii.
EXECUTIVE SUMMARY	iv.
TABLE OF CONTENT	v.
1.0 GO-ECOMMERCE REGISTRATION	6-7
2.0 INTRODUCTION	
2.1 Name And Address Of Business	8
2.2 Organaizational Chart	9
2.3 Mission And Vission	10
2.4 Description Of Product/Services	11
2.5 Price List	12
3.0 FACEBOOK	
• Creating Facebook (Fb) Page	13
• Customing Url Facebook (Fb) Page – Like 91	14
• Facebook (Fb) Post – Teaser – 7	15-18
• Facebook (Fb) Post – Copywriting (Hardsell) – 16	19-27
• Facebook (Fb) Post – Copywriting (Softsell) – 16	28-36
• Frequency Of Posting	37-52
4.0 CONCLUSION	53

1.0 GO – ECOMMERCE REGISTRATION

a) Personal profile

Go-eCommerce BETA

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Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE

Personal Information

Name	: HANIS BINTI MOHD NOOR	Phone/Mobile	: 0139620243	Edit
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City	: KOTA BHARU	Postcode	: 16400	
State	: Kelantan	Personal Instagram	: hnissnr	
Personal Facebook	: Hani Nyss	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
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Year Of Internship Enrollment	: No	Year Of Internship Enrollment	:	
Month of Internship Enrollment	:	Period of Internship Training	:	
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