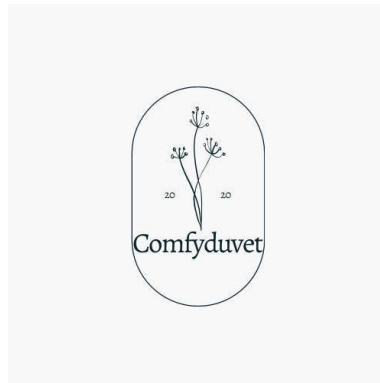




اُنِيُوْكَرِيْنِيْ تِيْكَوْلُوْ كِيْنِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO: COMFY DUVET



PREPARED BY

FACULTY AND PROGRAMME : BUSINESS MANAGEMENT / BA242
SEMESTER : 4
PROJECT TITLE : COMFY DUVET
NAME : MUHAMMAD IQBAL BIN MOHD ADHAR
I/D : 2019871256
CLASS : BA242 4F

PREPARED FOR

DR SYUKRINA ALINI BINTI MAT ALI

SUBMISSION DATE

30th DECEMBER 2020

ACKNOWLEDGEMENT

In the name of Allah, the most beneficent and merciful who provide me a decent health and knowledge on behalf of me to accomplish this report. This report is a task given to me for the subject Principles of Entrepreneurship (ENT530).

I would like to express my special gratitude to my Principles of Entrepreneurship (ENT530) lecturer Dr. Syukrina Alini Binti Mat Ali, who gave me the golden opportunity to do this excellent report regarding online business with using social media which is Facebook, and thank you once again for being able to direct and help me in completing this report.

Next, I might wish to thank University Technology Mara (UiTM) for making this subject a part of my syllabus. It helps me to acknowledge business education and provides the chance for me to find out new things that will help me in the future.

After that, I would also like to express my special gratitude to my parents for helping me to finalise this case study by providing me with enough knowledge and facilities such as a laptop, internet access, and a good place to write this entire report from the start to finish.

Last but not least, a special thanks to some of my fellow friends who helped me to provide some feedback, tips, and suggestions on how to do this assignment until it was done before the due date.

TABLE OF CONTENT

TOPICS	PAGE NO.
Acknowledgement	1
Table of Content	2
Executive Summary	3
1. BUSINESS REGISTRATION	4
2. INTRODUCTION OF BUSINESS	
2.1. Company Background (Name and Address of Business)	5
2.2. Organizational Chart	6
2.3. Mission and Vision	7
2.4. Description of Products/Services	8
2.5. Price List	9-10
3. Facebook (FB)	
3.1. Creating Facebook Page	11
3.2. Facebook Page Likes and Custom URL	12
3.3. Facebook Page – Teaser	13-14
3.4. Facebook Page – Hard Sell	15-18
3.5. Facebook Page – Soft Sell	19-22
3.6. Facebook Page - Frequency	23-25
4. CONCLUSION	26

EXECUTIVE SUMMARY

Comfy Duvet is a business that selling bedsheets to their customer. Our business offers good quality products at an affordable price to our beloved customer by giving them a very good discount. We also give our customers free delivery for every purchase they made. This not just gives satisfaction for our customers, it also help us to maintain our products and services at high quality.

This business is established by me, Muhammad Iqbal bin Mohd Adhar. The business capital comes from my own savings only. Since we start to make small businesses by selling just bedsheets, we think that our business has quite the potential to expand in the future.

Our target audience is a group of people who are looking for bedsheets for their own use or for other people as a gift. We provide our customers with many options of bedsheets designs and different prices that are affordable for them in order to meet their preferences. Comfy Duvet also targeting people who want to start a business in the rental apartment sector.


We start our business on 1st November 2020 with start to set up our Facebook Page as a platform to reach our potential customers. We use Facebook because it easy to reach people for our business. We do not target any specific area because our customers might be from anywhere as long as they seek high-quality bed sheets at affordable prices. Our services can actually be done and deal with online without the need to have physically meet us.

The marketing strategy that has been used by Comfy Duvet is the list prices that are provided from the design collection. We give our customer satisfaction and any negotiation on the discounts when our customer buy bulk is acceptable. This strategy not only attract new customers but also keep our regular customer to deal with us.

At the moment, Comfy Duvet has operated for nearly two months and has succeed to gain more than hundreds of followers on our Facebook Page. Our first launching sales was on 26th November 2020 and now we have more than ten collection have been released to be chosen by our customer. At the moment, we also keep our reach with the customer through teaser, hard sell, soft sell, and frequencies to keep promoting our products.

1. BUSINESS REGISTRATION

PERSONAL PROFILE	BUSINESS PROFILE																																			
 <p>MUHAMMAD IQBAL BIN MOHD ADHAR</p>	<table border="0"> <tr> <td>Company Name</td><td>: Comfy Duvet</td> <td>Company Registration No.</td><td>:</td> <td>Edit</td> </tr> <tr> <td>Type Of Business</td><td>: Enterprise</td> <td>Business Role</td><td>: Product Owner</td> <td></td> </tr> <tr> <td>Facebook Page</td><td>: Comfy Duvet</td> <td>Business Category/Business Sub-Category</td><td>: Household, Hobbies & Lifestyles / Home & Garden</td> <td></td> </tr> <tr> <td>Wechat for Business</td><td>:</td> <td>Business Instagram Page</td><td>:</td> <td></td> </tr> <tr> <td>Marketplace</td><td>:</td> <td>Business Website</td><td>:</td> <td></td> </tr> <tr> <td>Business Related to</td><td>:</td> <td>Type Of Website</td><td>:</td> <td></td> </tr> <tr> <td>Your Study Field</td><td>:</td> <td>Experience in International Export</td><td>:</td> <td></td> </tr> </table>	Company Name	: Comfy Duvet	Company Registration No.	:	Edit	Type Of Business	: Enterprise	Business Role	: Product Owner		Facebook Page	: Comfy Duvet	Business Category/Business Sub-Category	: Household, Hobbies & Lifestyles / Home & Garden		Wechat for Business	:	Business Instagram Page	:		Marketplace	:	Business Website	:		Business Related to	:	Type Of Website	:		Your Study Field	:	Experience in International Export	:	
	Company Name	: Comfy Duvet	Company Registration No.	:	Edit																															
	Type Of Business	: Enterprise	Business Role	: Product Owner																																
	Facebook Page	: Comfy Duvet	Business Category/Business Sub-Category	: Household, Hobbies & Lifestyles / Home & Garden																																
	Wechat for Business	:	Business Instagram Page	:																																
	Marketplace	:	Business Website	:																																
	Business Related to	:	Type Of Website	:																																
	Your Study Field	:	Experience in International Export	:																																

PERSONAL PROFILE	BUSINESS PROFILE																																																																																																				
 <p>MUHAMMAD IQBAL BIN MOHD ADHAR</p>	<p>Personal Information Add New</p> <table border="0"> <tr> <td>Name</td><td>: MUHAMMAD IQBAL BIN MOHD ADHAR</td> <td>Phone/Mobile</td><td>: 0178654595</td> <td>Edit</td> </tr> <tr> <td>New Identity Card No.</td><td>: 980511105983</td> <td>Home Address</td><td>: NO 7A TAMAN BAKTI, SIMPANG TIGA UJOK,</td> <td></td> </tr> <tr> <td>Email Address</td><td>: iqbaladhar11@gmail.com</td> <td>District</td><td>: KUALA SELANGOR</td> <td></td> </tr> <tr> <td>City</td><td>: BATANG BERJUNTAI</td> <td>Postcode</td><td>: 45600</td> <td></td> </tr> <tr> <td>State</td><td>: Selangor</td> <td>Personal Instagram</td><td>: null</td> <td></td> </tr> <tr> <td>Personal Facebook</td><td>:</td> <td>Race</td><td>: Malay</td> <td></td> </tr> <tr> <td>Gender</td><td>: Male</td> <td>Special Need Required</td><td>: No</td> <td></td> </tr> <tr> <td>Marital Status</td><td>: Single</td> <td></td><td></td> <td></td> </tr> </table> <p>Institution Information Add New</p> <table border="1"> <thead> <tr> <th colspan="4">UTM Puncak Alam - ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-Okt 2020</th> </tr> </thead> <tbody> <tr> <td>Type of Institution</td><td>: IHL</td> <td>Institution List</td><td>: Universiti Teknologi MARA</td> </tr> <tr> <td>State of Institution</td><td>: Selangor</td> <td>Name of Institution</td><td>: UTM Puncak Alam</td> </tr> <tr> <td>Address of Institution</td><td>: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .</td> <td>City</td><td>: Puncak Alam</td> </tr> <tr> <td></td><td></td> <td>Postcode</td><td>: 42300</td> </tr> <tr> <td>District of Institution</td><td>: Kuala Selangor</td> <td></td><td></td> </tr> <tr> <td>Level of Study</td><td>: Bachelor Degree</td> <td>Study Status</td><td>: Full time</td> </tr> <tr> <td>Course Name</td><td>: ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-Okt 2020</td> <td>Class Name</td><td>: BA2424F Okt 2020</td> </tr> <tr> <td></td><td></td> <td>Year Enrolling the subject</td><td>: 2020</td> </tr> <tr> <td>Subject Name</td><td>: PRINCIPLE OF ENTREPRENEURSHIP</td> <td>Lecturer Name</td><td>: Syukrina Alini Binti Mat Ali</td> </tr> <tr> <td>Month Enrolling the Subject</td><td>: 10</td> <td>Year Of Internship Enrollment</td><td>:</td> </tr> <tr> <td>Internship Enrollment</td><td>: No</td> <td>Period of Internship Training</td><td>:</td> </tr> <tr> <td>Month of Internship Enrollment</td><td>:</td> <td>Expected Month To Complete Study</td><td>: 3</td> </tr> <tr> <td>Expected Year To Complete Study</td><td>: 2022</td> <td></td><td></td> </tr> <tr> <td>Related To Study Field</td><td>: Yes</td> <td></td><td></td> </tr> </tbody> </table>	Name	: MUHAMMAD IQBAL BIN MOHD ADHAR	Phone/Mobile	: 0178654595	Edit	New Identity Card No.	: 980511105983	Home Address	: NO 7A TAMAN BAKTI, SIMPANG TIGA UJOK,		Email Address	: iqbaladhar11@gmail.com	District	: KUALA SELANGOR		City	: BATANG BERJUNTAI	Postcode	: 45600		State	: Selangor	Personal Instagram	: null		Personal Facebook	:	Race	: Malay		Gender	: Male	Special Need Required	: No		Marital Status	: Single				UTM Puncak Alam - ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-Okt 2020				Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	State of Institution	: Selangor	Name of Institution	: UTM Puncak Alam	Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam			Postcode	: 42300	District of Institution	: Kuala Selangor			Level of Study	: Bachelor Degree	Study Status	: Full time	Course Name	: ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-Okt 2020	Class Name	: BA2424F Okt 2020			Year Enrolling the subject	: 2020	Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Lecturer Name	: Syukrina Alini Binti Mat Ali	Month Enrolling the Subject	: 10	Year Of Internship Enrollment	:	Internship Enrollment	: No	Period of Internship Training	:	Month of Internship Enrollment	:	Expected Month To Complete Study	: 3	Expected Year To Complete Study	: 2022			Related To Study Field	: Yes		
	Name	: MUHAMMAD IQBAL BIN MOHD ADHAR	Phone/Mobile	: 0178654595	Edit																																																																																																
	New Identity Card No.	: 980511105983	Home Address	: NO 7A TAMAN BAKTI, SIMPANG TIGA UJOK,																																																																																																	
	Email Address	: iqbaladhar11@gmail.com	District	: KUALA SELANGOR																																																																																																	
	City	: BATANG BERJUNTAI	Postcode	: 45600																																																																																																	
	State	: Selangor	Personal Instagram	: null																																																																																																	
	Personal Facebook	:	Race	: Malay																																																																																																	
	Gender	: Male	Special Need Required	: No																																																																																																	
	Marital Status	: Single																																																																																																			
	UTM Puncak Alam - ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-Okt 2020																																																																																																				
Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA																																																																																																		
State of Institution	: Selangor	Name of Institution	: UTM Puncak Alam																																																																																																		
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam																																																																																																		
		Postcode	: 42300																																																																																																		
District of Institution	: Kuala Selangor																																																																																																				
Level of Study	: Bachelor Degree	Study Status	: Full time																																																																																																		
Course Name	: ENT530-PRINCIPLE OF ENTREPRENEURSHIP-BA2424F-Okt 2020	Class Name	: BA2424F Okt 2020																																																																																																		
		Year Enrolling the subject	: 2020																																																																																																		
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Lecturer Name	: Syukrina Alini Binti Mat Ali																																																																																																		
Month Enrolling the Subject	: 10	Year Of Internship Enrollment	:																																																																																																		
Internship Enrollment	: No	Period of Internship Training	:																																																																																																		
Month of Internship Enrollment	:	Expected Month To Complete Study	: 3																																																																																																		
Expected Year To Complete Study	: 2022																																																																																																				
Related To Study Field	: Yes																																																																																																				