



اُنِيْوَرْسِيْٓتِيْ ٓبٓتِيْكَوْلُوْجِيْ ٓمٓآرَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND MANAGEMENT & BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) FINANCE**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



SOCIAL MEDIA PORTFOLIO

Fb Page: Shaklee Malaysia

PREPARED BY: NIK NURUL FATIAH BINTI NIK DIN @ NIK SHAMSUDDIN

MATRIC NO: 2019467638

GROUP: BA2424F

PREPARED FOR: DR. SYUKRINA ALINI BINTI MAT ALI

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ACKNOWLEDGEMENT

In performing this assignment, I have to take the help and guideline of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives me much pleasure. I would like to show my gratitude to Dr. Syukrina Alini binti Mat Ali for giving me a good guideline for assignment throughout the semester. I also would like to expand the deepest gratitude to all those who have directly and indirectly guided me in writing this assignment especially my classmates have made valuable comment suggestions on this proposal which gave me an inspiration to improve this assignment. I admit that while in the process of completing this assignment, I faced a lot of hurdles due to lack of time, but I manage to settle and complete all the task successfully. Throughout our research, I gained so much information to be an entrepreneur or businesswoman as it teach me how to do the right post on social media. As for that I would like to show our gratitude to University Technology Mara for giving me the opportunity to experience this lesson and to be a better student. I believe this assignment's output will give a thousand benefits for me as time goes by.

EXECUTIVE SUMMARY

Shaklee Corporation is the first organization to be Climate Neutral accredited worldwide. Shaklee Corporation have launched the first-ever product for Earth Day. Shaklee products is rooted in nature, and from how it source ingredients to how we run the business, Shaklee Corporation do everything in power to safeguard it. Shaklee Corporation have achieved the highest environmental standards, completely offsetting our CO2 emissions and ensuring that a strong net zero has an impact on the climate. Since Shaklee Corporation is an American manufacturer and multi-level marketing distributor of natural nutrition supplements, weight-management products, beauty products, and household products, Shaklee Malaysia act as an agent under Shaklee Corporation that distribute Shaklee's products to the needy people who aim for good beauty and health, manage weight and finding for good household products.


Shaklee Malaysia has started the business in the late of October this year. It is started after I am joining Shaklee membership in order to get the best price which is the member price. At first, I only join the membership to get the best price for the products, but after a month I realize that Shaklee products are the best product and I think that I should share with other people. As an owner to Shaklee Malaysia's business, I would like to use facebook page as a platform to expand the business. There are many advantages of using facebook page as a platform of selling product, one of them is there are many users that use facebook as a platform to selling products and entertainment. Next, facebook page is the best platform for business because businesses do not need to spend capital to use this platform unless they want to make paid advertisements or boost their posts on facebook.

Up until now, Shaklee Malaysia has crossed 184 likes and 188 followers after two months of running an online business on the Facebook page. This is a good performance because it is not a long time for two months to get this number of likes. For a long term business, Shaklee Malaysia has planned to find numbers of agents to start a business from the bottom as this multi-level marketing business will expand as the more people join the business under Shaklee Malaysia. In term of marketing plan, I will join a business seminar on marketing to improve the marketing strategies for Shaklee Malaysia.

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1.0 GO-ECOMMERCE REGISTRATION (PRINT SCREEN)



HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

PERSONAL PROFILE

BUSINESS PROFILE



Nik Nuru Fatiah Binti Nik Din @ Nik Shamsuddin

Personal Information Edit

Name	Nik Nuru Fatiah Binti Nik Din @ Nik Shamsuddin	Phone/Mobile	0145105307
New Identity Card No.	980730035712	Home Address	LOT 1696 KAMPUNG KEDAI BARU,
Email Address	nurulfatihah15@gmail.com	District	BANGGU
City	KOTA BHARU	Postcode	16150
State	Kelantan	Personal Instagram	null
Personal Facebook		Race	Malay
Gender	Female	Special Need Required	No
Marital Status	Single		

Institution Information Add New

UiTM 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	UiTM Puncak Alam
Address of Institution	Universiti Teknologi MARA Cawangan	City	Puncak Alam

	Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	Postcode	42300
District of Institution	Kuala Selangor	Study Status	Full time
Level of Study	Bachelor Degree	Class Name	BA2424F OKT 2020
Course Name	ENT530-PRINCIPLE OF ENTREPRENEURSH IP-BA2424F-OKT 2020	Year Enrolling the subject	2020
Subject Name	PRINCIPLE OF ENTREPRENEURSH IP	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	12
Expected Year To Complete Study	2021		
Related To Study Field	Yes		

PERSONAL PROFILE

BUSINESS PROFILE



Nik Nuru Fatiah Binti Nik Din @ Nik Shamsuddin

Company Name	SHAKLEE MALAYSIA	Company Registration No.	Agent
Type Of Business	PLT	Business Role	Apparel, Health & Beauty / Health & Beauty
Facebook Page	Shaklee Malaysia	Business Category/Business Sub-Category	Apparel, Health & Beauty / Health & Beauty
Wechat for Business		Business Instagram Page	
Marketplace		Business Website	
Business Related to Your Study Field		Type Of Website	
		Experience in International Export	