



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME: FACULTY OF ACCOUNTANCY

SEMESTER : 4

GROUP : AC220B4E

LECTURER'S NAME : MADAM NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

I am overwhelmed in all humbleness and gratefulness to acknowledge my depth to all those who have helped me to put these ideas, well above the level of simplicity and into something concrete.

Firstly, I would like to thank Allah as I am able to complete this task with success. Without His mercy and blessings, I would not be able to complete this portfolio within the time given. Next, I would like to express my deepest gratitude towards my family members for the moral support given to me throughout the process of completing this social media portfolio.

Besides, I would like to express my special thanks towards my lecturer for the subject of Principles of Entrepreneurship (ENT530), Madam Norfazlina binti Ghazali for the guidance and the advices given to me in order to produce the best output for this task.

I would also want to thank my fellow friends that willing to help and share their knowledge and opinions. They also gave me the moral support and wisdom to go through this assignment amidst of the pandemic. I am so fortunate to be surrounded by these people throughout this journey.

Not to forget, all the customers who has bought product from my small store and given good reviews upon them, which indirectly help me to sustain my spirit to finish this portfolio. Only Allah could repay your kindness.

Without these people, this social media portfolio will be in the condition of unsatisfactory.

EXECUTIVE SUMMARY

Lindung Enterprise is a business that offers various designs and colours of mask extenders for those who are looking for comfort and stylishness while wearing their face masks. Mask extenders by Lindung has few collections that the customers could choose to suit their preferences and personality. Those collections consist of Flora collection, Twin Beauties collection, Diva collection, Simple collection, Spiral collection and 2 in 1 collection. These mask extenders are hand-crafted which makes them special and valuable.

Lindung Enterprise's main target customers are all ladies from teenagers and adult group. This is because the standard length for our mask extenders are suitable for this group of people only. Measurement for kids could only be done if the customers request for special custom. The cotton threads used to make these mask extenders are good in quality. For the 2 in 1 collection, we use coloured plastic beads. Everyone could afford these mask extenders because the price is reasonable and quite low. Lindung Enterprise offers delivery service and allows cash on delivery (COD) payment for people who live around the area of Teluk Intan, Perak.

The base location of this online business is located at Teluk Intan, Perak. The area coverage makes most of the customers come from nearest residential area, healthcare workers and education institution. It allows business to wisely target their potential customers.

Lindung Enterprise is managed by Hazlin Nadia binti Chek Wiraman and assists by Hafizah Azian binti Chek Wiraman whereby Hafizah is responsible for order taking and packaging while Hazlin is responsible for delivering the product to customers, marketing the products and manage the financial of the business. Facebook has been the main marketing platform for the business to promote and advertise all of its hand-crafted mask extenders. For ordering purposes, the link to Hafizah's Whats App account has been attached to Lindung Enterprise Facebook page.

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1.0 BUSINESS REGISTRATION

1.1 Go-Ecommerce Registration

Go-eCommerce
BETA

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PERSONAL PROFILE
BUSINESS PROFILE



HAZLIN NADIA BINTI CHEK WIRAMAN

Personal Information

Name	HAZLIN NADIA BINTI CHEK WIRAMAN	Phone/Mobile	0195751081	Edit
New Identity Card No.	990716087718	Home Address	NO. 26, LORONG TEMBIKAI, G6/9, TAMAN CHANGKAT INTAN	
Email Address	hazlinnadia@gmail.com	District	HILIR PERAK	
City	TELUK INTAN	Postcode	36000	
State	Perak	Personal Instagram	null	
Personal Facebook	https://www.facebook.com/hazlinnadia/	Race	Malay	
Gender	Female	Special Need Required	No	
Marital Status	Single			

Institution Information [Add New](#)

UITM Puncak Alam - NFG ENT530 AC220B4E

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 Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, ..	City	Puncak Alam	
District of Institution	Kuala Selangor	Postcode	42300	
Level of Study	Bachelor Degree	Study Status	Full time	
Course Name	NFG ENT530 AC220B4E	Class Name	AC220B4E	Edit Delete
Subject Name	Principles of Entrepreneurship: AC220B4E	Year Enrolling the subject	2020	
Month Enrolling the Subject	10	Lecturer Name	Norfazlina Ghazali	
Internship Enrollment	No	Year Of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
Expected Year To Complete Study	2023	Expected Month To Complete Study	2	
Related To Study Field	Yes			


eCertificates

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

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BUSINESS PROFILE



HAZLIN NADIA BINTI CHEK WIRAMAN

Company Name	Lindung Enterprise	Company Registration No.		Edit
Type Of Business	Enterprise	Business Role	Product Owner	
Facebook Page	Lindung	Business Category/Business Sub-Category	Apparel, Health & Beauty / Fashion & Lifestyle	
Wechat for Business		Business Instagram Page		
Marketplace	Others	Business Website		
Business Related to Your Study Field	Yes	Type Of Website		
		Experience in International Export	No	