



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى سَيِّدِنَا مُحَمَّدٍ  
UNIVERSITI  
TEKNOLOGI  
MARA

## **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**INDIVIDUAL ASSIGNMENT**

**SOCIAL MEDIA REPORT (FACEBOOK PAGE)**



**PREPARED BY:**

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**AC220B4E**

**PREPARED FOR:**

**MADAM NORFAZLINA BT GHAZALI**

## **ACKNOWLEDGEMENT**

First, I am grateful to Allah SWT because give me a chance to complete this social media portfolio assignments as one of the requirements that need to be accomplish in the course work assessment for the code ENT530. The outcome and success of this assignment required a lot of guidance and assistance from many people and extremely fortunate to have got this all along the completion of my individual assignment.

I would like to thank my Principals of Entrepreneurship (ENT530) lecturer which is Madam Norfazlina Binti Ghazali for the valuable guidance and advance. Other than that, I would like to thank to her for showing me the examples that are related to this task. She inspired me a lot in completing this individual assignment.

In addition, I would like to thank to the authority of University Technology Mara (UITM) for providing me a good platform to expose myself with the good environment in this business platform to complete this task.

I am grateful because I can manage to complete this assignment within the time given by Madam Norfazlina. Finally, I would like to express my gratitude to everyone that helping me to complete this assignment especially my fellow friends and family. I am very grateful to them for the effort and initiative that they have shown in my business until successfully completed my social media portfolio assignment. This social media portfolio has been prepared with the cooperation and support from them. I hope that knowledge that I have gathered from this task and course will help me to manage my own business and guide me to be more successful entrepreneurs in the future. I would like to apologize for my entire mistake that may happen with or without my own concern.

## **EXECUTIVE SUMMARY**

My business is registered under my name Nurul Hafikah Binti Fadzil and it was started operating on 27<sup>th</sup> October 2020. My type of business is a dropshipping business since I already registered as a dropshipper under one of the facial and body scrubs which is Temyracle HQ. My business only dealing with marketing and promoting the products since I did not hold the stocks, packaging, and delivered the item to the customers. I only have to submit the details to my agent if there is an order from the customer. In this way, I can get a commission from each sale that I have made.

It all started because I think that it is important to take good care of our skin. Even though it is not a necessity that all people must have, but it is a kind of therapy for ourselves after going through of the whole day. We can just sit back and relax while doing scrubbing our skin. The reason for me to sell this kind of product because nowadays people usually take slightly regarding the body care matter. This will make their skin dull. I choose Temyracle because these products are verified and certified by the Ministry of Health Malaysia (KKM). So, the product can be trusted.

Next, I prefer to sell this product because Temyracle products are guaranteed safe and free from chemicals that can harm your skin. Nowadays, we have seen a lot of products in the market are made from chemical ingredients which will harm the consumers. I think it is my responsibility to spread a good product to people, so the people will not harm themselves since the Temyracle product comes from organic and natural ingredients.

Since Temyracle has produced a variety kind of scrub from facial to the body, I choose only three main products from Temyracle to sell it since I want to focus on this type of product. The product that I choose to sell is brightening body scrub, coffee scrub, and sugar lip scrub.

Lastly, I have created a Facebook page to expand my business through social media and learn how to post Facebook content for the business products whether through teaser poster, soft sell, and hard sell. Therefore, I have posted teasers, soft-sell, and hard-sell as my marketing techniques. I also included AIDCA selling concept and for the soft-sell post, there are introductions and call-to-action concepts.

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# 1.0 GO E-COMMERCE REGISTRATION



HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

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PERSONAL PROFILE
BUSINESS PROFILE



**Nurul Hafikah Binti Fadzil**

**Personal Information** Edit

Name	Nurul Hafikah Binti Fadzil	Phone/Mobile	0109698147
New Identity Card No.	990109145584	Home Address	No.11, Jalan Tasik Senangin 16/5
Email Address	nurulhafikahfadzil@gmail.com	District	Mantin
City	Bandar Tasik Senangin	Postcode	71750
State	Negeri Sembilan	Personal Instagram	instagram.co/hfikah__
Personal Facebook	facebook.com/NurulHafikah	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
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Month Enrolling the Subject	10	Lecturer Name	Norfazlina Ghazali
Internship Enrollment	No	Year Of Internship Enrollment	
Expected Year To Complete Study	2022	Period of Internship Training	
Related To Study Field	Yes		

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