



اَوْنُوْرَسِيْتِيْ بَاتِيْكُوْلُوْكِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



## PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)

<b>FACULTY &amp; PROGRAMME</b>	: FBM BA242
<b>SEMESTER</b>	: 4
<b>PROJECT TITLE</b>	: INDIVIDUAL ASSIGNMENT
<b>NAME</b>	: AMIRA NUR NABILA BINTI ZAINAL ABIDIN
<b>LECTURER</b>	: MRS. NORLIZA BINTI SAIFUL BAHRY

## Acknowledgement

The success of this project involved a lot of guidance and helped from many people. I am immensely grateful to have got this all along with the conclusion of my project. Everything that I have done is only attributable to such supervision and help, and I will not hesitate to thank them.

Words are insufficient to express my appreciation to my lecturer, Mrs Norliza Binti Saiful Bahry. I sincerely thank of my heart for not ever letting me down. My gratitude to you for all that you have done, which I will never forget. I thank you and the time that you have spent supporting me on a lot of occasions.

I would also like to express our beloved parents and my family members for the kind support and motivation they have given me in achieving this mission. My appreciation and gratitude also go to the people who helped me directly or indirectly, to develop the project.

**Table of Contents**

Acknowledgement ..... 2

Go-eCommerce ..... 5

Introduction to business ..... 5

    Name and address of business ..... 5

    Organizational chart..... 6

    Mission and Vision ..... 6

    Descriptions of products ..... 7

    Price list ..... 7

Facebook (FB) ..... 8

    Creating Facebook (FB) page ..... 8

    Customizing URL Facebook (FB) page..... 9

    Facebook (FB) post – Teaser ..... 9

    Facebook (FB) post – Copywriting (Soft sell)..... 14

    Facebook (FB) post – Copywriting (Hard sell) ..... 27

    Graphics ..... 43

Conclusion ..... 45

Figure 1 Go-eCommerce ..... 5

Figure 2 Organizational chart..... 6

Figure 3 Facebook page ..... 8

Figure 4 URL ..... 9

Figure 5 Teaser 1 ..... 9

Figure 6 Teaser 2 ..... 10

Figure 7 Teaser 3 ..... 10

Figure 8 Teaser 4 ..... 11

Figure 9 Teaser 5 ..... 11

Figure 10 Teaser 6 ..... 12

Figure 11 Teaser 7 ..... 13

Figure 12 Teaser 8 ..... 13

Figure 13 Soft sell 1 ..... 14

Figure 14 Soft sell 2 ..... 14

Figure 15 Soft sell 3 ..... 15

Figure 16 Soft sell 4 ..... 16



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

PERSONAL PROFILE BUSINESS PROFILE



Amira Nur Nabila Zainal Abidin

Personal Information

Name	: Amira Nur Nabila Zainal Abidin	Phone/Mobile	: 0193915469	<a href="#">Edit</a>
Home Address	: A2-203 enggang apartment	District	: Selayang	
New Identity Card No.	: 960118145976	Postcode	: 68100	
Email Address	: amiranumabila@gmail.com	Personal Instagram	: null	
City	: Batu caves	Race	: Malay	
State	: Selangor	Special Need Required	: No	
Gender	: Female			
Marital Status	: Single			

Institution Information

[Add New](#)

UTM Puncak Alam - ENT530I

Figure 1 Go-eCommerce

Introduction to business

In an entirely optimistic way, most of us use the term fabulous, with the context of "wonderful." I assume that when you do it yourself, beauty is greater. The feeling when you master each mani and perfect each pedi, when you take elegance into your own hands. And I know that elegance is no chore for women. We love it! We enjoy every minute of self-care. And that's why I'm here to give women what they need.

Name and address of business

Fabellaus by Amibella

Taman Idaman 6,  
Bukit Idaman Selayang,  
68100 Batu Caves  
Selangor

## Organizational chart

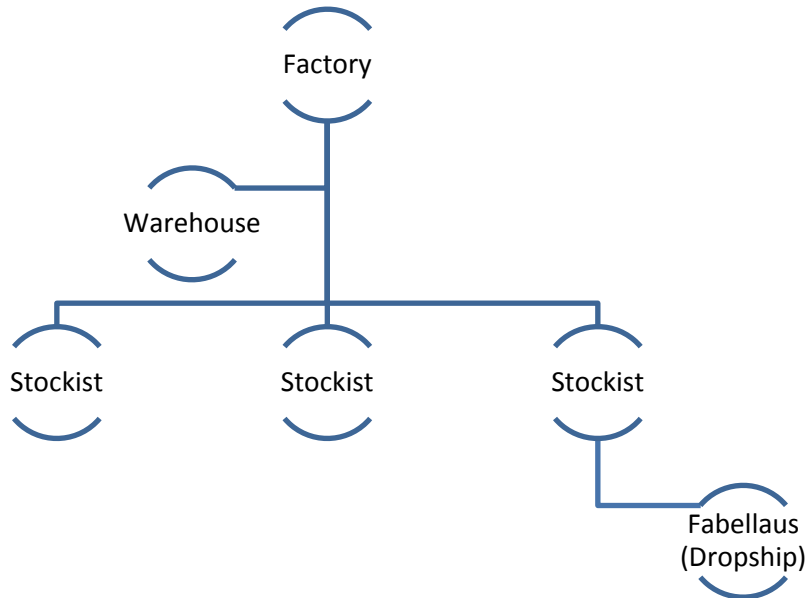


Figure 2 Organizational chart

## Mission and Vision

With Peel off nail polish, which helps you to paint your nails at the same time, Fabellaus' mission is to be the best Muslim commodity in Malaysia, allowing you the opportunity to gently remove the polish without using any chemicals. It makes it easy to change your nails to accommodate an ensemble or an occasion, helping you to remove your nail polish easily.

Our vision is to be the customer's first preference in Malaysia through the online presence of high quality and stylish peel off nail polish and also to have distinctly distinctive nail polish to suit the needs of every woman as each individual has its own remarkable personality.