



اَوْنِوَرَسِيْتِي تِي كُونُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA REPORT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA REPORT

FACULTY & PROGRAMME : BUSINESS AND MANAGEMENT (BA249)
SEMESTER : 3
PROJECT TITLE : SOCIAL MEDIA REPORT
NAME : NUR MAIZUN NABILAH BINTI ZULKAFLI
LECTURER : NORLIZA BINTI SAIFUL BAHRY
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ACKNOWLEDGEMENT

Praise be to Allah S.W.T for giving us the strength to complete this task. As we know, since we were attacked by the Covid-19 virus, we all had to do all the activities at home. Including office affairs, shopping and even studying online. It is as intensive to decide on the Covid-19 network. Then, what can we say online in class is more challenging toward students and also teaching staff. Even parents are impressed when they need to provide for the needs of their children to be comfortable throughout learning. It's more affected by incapable families.

So I am here to thank Madam Norliza binti Saiful Bahry for being patient in teaching us the subject Principles of Entrepreneurship (ENT530) through the online. What we can say, Madam always gives the best for us to make sure we get and understand what Madam would like to say and convey to us. Also we would like to thank you again for giving us a lot of guidance to meet the scoring requirements.

We are also deeply thankful to our family. They always give moral support either direct or indirectly. Furthermore, they always provide the best facilities to facilitate the way of learning new norms that is online class.

Last but not least, thank you to all my fellow friends because they also help us to give the ideas and guidelines if we lost something important. They also give some spirit and words of encouragement to us to complete this course work and completed this semester.

EXECUTIVE SUMMARY

Hunnypot Collection is a partnership business. This business is run by the owner through social media such as Instagram also the website and with help by the dropships. It is still a small business. However, every business owner always wants their business to grow and produce more products in the future. For the time being, Hunnypot Collection has three categories of cloths which are dress, knitwear and pants or skirts.

This business always concern about the quality of the products and the solutions to solve all the challenges that are coming through in doing the business. This subject and this task have opened my eyes the important to sell products through social media in a right way to attract more people to buy with us. This type of selling strategies can attract people who like to open their social media and also those who search for a new style or design to be styled.

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2. Introduction of Business

- Name and address of business.

The name of this business is Hunnypot Collection and we did not open any shop yet. So, we did not have any specific address for customers to come visit and try our products in the shop.

- Organizational chart.

The founder of Hunnypot Collection is a very successful woman who is also still studying in International Islamic University Malaysia (IIUM), Wan Nurul Adlina and the co-founder is Asheeq Mazlan. As mention earlier, they did not have any worker as we did not open any shop yet. So, it is unnecessary to have workers as they can do the job by themselves. They also have almost 210 dropships including me to help the business to expand.

- Mission / Vision

The mission of this business is “We offer a modest, loveable and eye catching Korean fashion.

The vision of this business is “To create opportunity to our customers to nail the Korean fashion in a modest and loveable way”.

- Description of products/ services

As we selling the cloths mainly for woman and have a Korean vibe in it, so our description of our products/ services is “Urban Korean Fashion”. It brought to the meaning that modern style or modern fashion that have a little bit of Korean vibe in it.

- Price list

We have three categories of cloth which is dress, knitwear and pants or skirts. For dress the range price is around RM65 until RM85. Meanwhile, we only have on price for all kind of knitwears which is RM59. Lastly, for pants or skirts the range price is RM69.