



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
MARA OF UNIVERSITY TECHNOLOGY**

ENT530 – PRINCIPLES OF ENTREPRENEURSHIP

ASSIGNMENT

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO - MAMASABYA

PREPARED BY:

NUR 'AIN NADHIRAH BINTI MOHD SYAMSUL ANUAR (2019493544)

PREPARED FOR:

MADAM ZARITH DELAILA BINTI ABD AZIZ

DATE OF SUBMISSION:

17 JANUARY 2021

ACKNOWLEDGEMENT

First of all, my name is Nur ‘ Ain Nadhirah Binti Mohd Syamsul Anuar (2019493544) and I would like to say bunch of thank you to Madam Zarith Delaila which is our ENT530 – Principles of Entrepreneurship lecturer from Universiti Teknologi MARA (UiTM) Campus Puncak Perdana for giving us a good guidelines for this assignment throughout numerous consultations and we are so grateful for his guidelines to complete our group project individual assignment for social media portfolio. Madam Zarith always guide us and teach us until we understand how to write this assignment. From her guidelines we can complete the assignment and submit on time. By doing this assignment we also can learn and get new knowledge and experience. Other than that, we would like to show my gratitude to all those who have directly and indirectly guided me in writing this assignment. There are many people that help me such us my classmates and my housemates they have made suggestions and they also lend their idea on this assignment which gave me an inspiration to improve this assignment.

EXECUTIVE SUMMARY

For the executive summary for my business that I give a name Mamasabya that stand for “Mamasab” product, “bya” is by ‘Ain. The purpose of this business is to help the employees to gain some money and get more knowledge about business. To be more specific, Mamasab International Sdn Bhd is an organization that sells the desserts and some other things such as towel and contact lens. Mamasab International Sdn Bhd use a dropship system and I am one of the dropship.

In 2020, Mamasab International Sdn Bhd now already have 12 outlets in Malaysia and have a target to open more outlet for 2021. The founder of Mamasab International Sdn Bhd is Puan Siti Sabrina Binti Sabri or more known as Mama Sabrina or MamaSab. A long time ago, she is the radiographer for the government hospital in Lembah Klang. She start to sells the cake on 2015 in her own home in Klang.

This Mamasab International Sdn Bhd wants to help the other who wants to start a business with no modal and we just have to promote and settle down the delivery for our customers. Mama Sabrina always said that she wants to help the other to do some business or people who wants to become an excellent businessmen or businesswomen like her.

This organization have many dessert such as Brownies, Congo bars, Nutella Oat Bar, Pandan Gula Melaka cakes, Nutella Cheese Tart, the cosmetics such as gentle face wash and many more. For being the agent, I finally can get my own dropship or to be more specific, the person who will get in charge by me. I have a few dropships and I like to draw my organization chart on this portfolio.

In conclusion, I make this business to help my employees or my dropship to become an excellent businessman. The other conclusion is I want people to see Mamasab business as an good opportunities to get a more knowledge about a business. No pain no gain. We have to always trying to get want we wat or else we can not get it.

TABLE OF CONTENTS

Social Media Portfolio – Mamasabya

Cover page.....1

Acknowledgement.....2

Executive Summary.....3

Table of Content.....4

1.0 Go-ecommerce (Print Screen).....5

2.0 Introduction of Business.....

 (a) Name and address of business.....6

 (b) Organizational Chart.....6

 (c) Mission / Vision.....7

 (d) Descriptions of Products or Services.....7-11

 (e) Price List.....12

3.0 Facebook (FB).....

 3.1 Creating Facebook (FB) page.....13

 3.2 Customing URL Facebook (FB) page.....13

 3.3 Facebook (FB) Post – Teaser.....14-16

 3.4 Facebook (FB) Post – Copywriting (Hard Sell).....17-26

 3.5 Facebook (FB) Post – Copywriting (Soft Sell).....27-36

 3.6 Graphic for online marketing.....37

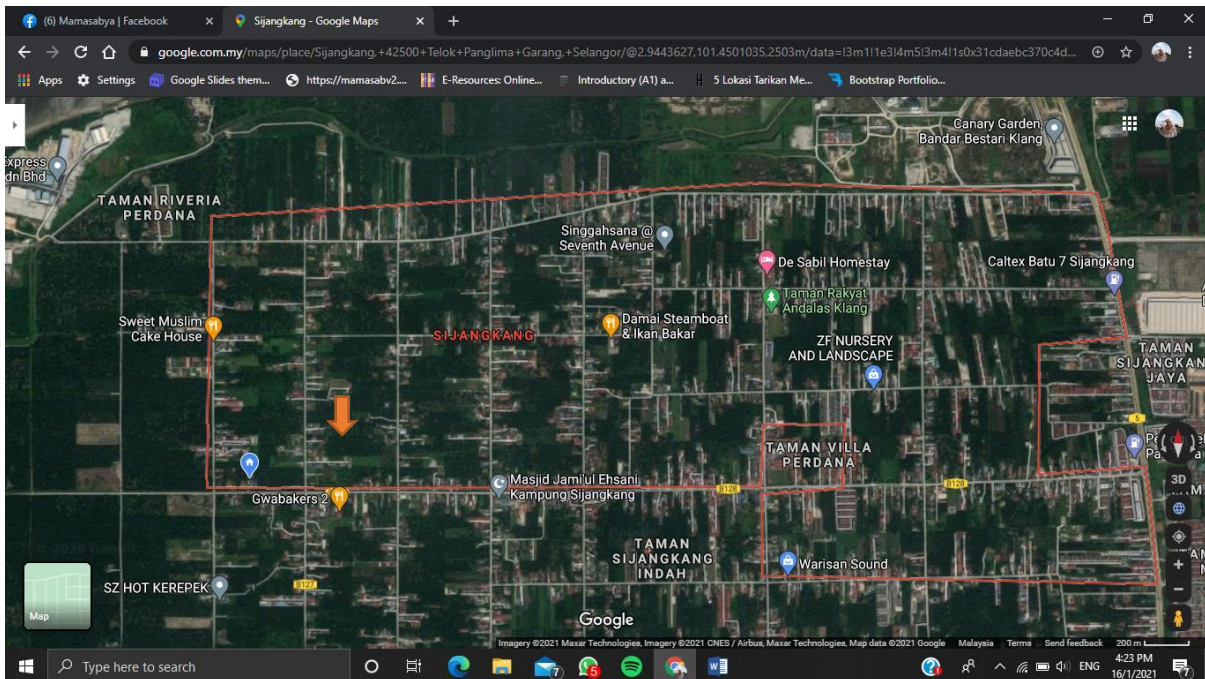
4.0 Conclusion.....38

5.0 Appendix.....39-41

2.0 Introduction of business

(a) Name and address of business.

My business name is Mamasabya that stand for “Mamasab” organization by me, ‘Ain. The address of my business is at my home which is Lot 641 Jalan Pusara, Kampung Sijangkang 42500 Telok Panglima Garang, Selangor Darul Ehsan.



(b) Organizational chart.

This is my business organization chart that include my two dropships under me.



Chart 1: Mamasabya Organization Chart