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**PRINCIPLES OF ENTREPRENEURSHIP: SOCIAL MEDIA PORTFOLIO
(ENT530)**

FACULTY : FACULTY OF BUSINESS MANAGEMENT

**PROGRAMME : BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCE MANAGEMENT (BM243)**

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TABLE OF CONTENT

ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2
1. BUSINESS REGISTRATION	3
2. INTRODUCTION	4-5
2.1 Name and Address of Business	
2.2 Organization Chart	
2.3 Mission/Vission	
2.4 Decriptions of Product	
2.5 Price List	
3. FACEBOOK (FB)	6-18
3.1 Facebook (FB) post - Teaser	
3.2 Facebook (FB) post – Copywriting (Soft Sell)	
3.3 Facebook (FB) post – Copywriting (Hard Sell)	
3.4 Frequency of Posting	
3.5 Sales Report	
4. CONCLUSION	18-19
5. APPENDICES	19-20

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EXECUTIVE SUMMARY

Through this project, I was given exposure on how to set up real entrepreneurial business using its own structure and concept. Basically to create a virtual business so I need to register the real entrepreneurial business with the Companies Commission of Malaysia (SSM). Through this real entrepreneurial business I use social media platform by utilizing Facebook (FB) for marketing purpose.

As a purposed marketing channel, I use my existing FB personal to realize the Facebook (FB) page for this entrepreneurial business. My customing URL Facebook (FB) page is <https://www.facebook.com/irrawanita>. I introduced the initial picture of my product, the modern massage oil of Marvelous Massage Gel by Sarwa Jannah using teaser post. Next through softsell without introducing goods or products and finally I introduce the product directly through hard sell.

1. BUSINESS REGISTRATION (SSM)