



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
 UNIVERSITI  
 TEKNOLOGI  
 MARA

**INDIVIDUAL PROJECT**

**COURSE: PRINCIPLES OF ENTREPRENUERSHIP**

**CODE: ENT 530**

**PROJECT: SOCIAL MEDIA (FB)**

**NAME OF PAGE BUSINESS:**

**MY BOTTLE**

**GROUP: NBH6B**

**PREPARED BY:**

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**PREPARED FOR:**

**PUAN ZANARIAH BINTI ZAINAL ABIDIN**

**Submission Date:26 May 2019**

## ACKNOWLEDGEMENT



Alhamdulillah to Allah S.W.T for the completion of my Social Media Portfolio which is one of the requirements that need to be accomplish in the course work assessment for subject code ENT 530.

Special wish to my family and my beloved friends for always giving me their support for me to complete my portfolio by promoting my Facebook page and my product to their friends. Not only that, this portfolio was prepared with the corporation and helps from many people including my lecturer Madam Zanariah Binti Zainal Abidin in her kindness for giving me the informative info to complete this portfolio.

Through this portfolio, I can learn and manage how to run online business in a proper way by using Social Media which is Facebook. Also, from this assessment I have gain a lot of knowledge in getting customer with the interactive advertising and skill that Madam Zanariah Binti Zainal Abidin has teach me in the class session such as from teaser, soft sell and hard sell method.

## **Executive Summary**

Name of this business is MY BOTTLE (Eco.bottle). This business address is Lot 5459, Jalan Sidang Sulaiman, Kg Sg. Kembong, 42920 Pulau Indah, Selangor. This business is only conducted by one staff member and she also is the owner of MY BOTTLE (Eco.bottle) business. Because of only one person who in charge of doing this business, the task of the MY BOTTLE (Eco.bottle)'s owner is to manage and updating the Facebook pages of MY BOTTLE (Eco.bottle) by promoting the product released in the social media. In addition, the owner of this business also needs to records buyer details, cashflows of the business and entry by providing sales reports to ensure that company's finance all in a good condition. Instead of that, the owner also in charge in marketing the product such as taking picture of the new released product and also managing the postage and shipping items that ordered by the customers.

Retaining and gaining MY BOTTLE (Eco.bottle)bcustomers is very hard because in the Facebook page have already have a several page that selling this product. In order to ensure that MY BOTTLE (Eco.bottle) pages can gain more profits and views, I need to think a market strategy to attract customer buy this mask at my Facebook page and feel satisfied with my services while entertain their WhatsApp and Direct Message and also my product. This can be achieved if I employ the best customer service admin who have experience in handling orders, promptly attending to complaints and inquires through WhatsApp and Facebook page Direct Message. We also intend to provide a feedback box for customers to make a complaint or a suggestion about our product and customer service, it can help for business development in future.

In addition to reinforcing strategies for maintaining customer loyalty towards MY BOTTLE (Eco.bottle). pages, expending and exploring ways to promote this online product and services business in social media is important. Skill and ways to know how to attract customers are important. Starting by posting a teaser can give customer a sense of excitement to know which product are been selling. Next is the skills to make soft sell that can give customers an idea what exactly the business that I'm going to sell and lastly is the Hard Sell skills is to attract customers to buy my products by promoting and reveal the price and contact number.

MY BOTTLE (Eco.bottle) can further enhance this entrepreneurial knowledge to further develop this business in the near future.

## TABLE OF CONTENT

No	Contents	Page
1	<b>1.0 Introduction of the Business</b> 1.1 Name and address of business 1.2 Organizational Chart 1.3 Mission and Vision 1.4 Description of products/Services 1.5 Product Picture and Price	1 1 1 2 2
2	<b>2.0 Facebook Page</b> 2.1 Creating Facebook Page 2.2 Costuming URL Facebook Page 2.3 Page likes 2.4 Posting Like	3 4 5 5
3	<b>3.0 Facebook Post</b> 3.1 Teaser 3.2 Soft Sell 3.3 Hard Sell	8 10 13
4	<b>4.0 Frequency of Posting</b>	16
5	<b>5.0 Sales Report</b> 5.1 Details of the Receipt 5.2 Order from Customer	18 19 22
6	<b>6.0 Conclusion</b>	25

## **1.0 Introduction of Business**

### **1.1 Name and address of business**

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### **1.2 Organizational Chart**

**Owner**

**Muhammad Amirul Hafiz Bin Rosman**

### **1.3 Mission and Version**

#### **Mission**

BOTTLE (Eco.bottle) create products that have a positive, long-term, impact on the lives of our customers and the health of our planet

#### **Vision**

BOTTLE (Eco.bottle) is to be the leading BOTTLE (Eco.bottle) and produce more product free BPA as the main product business in Malaysia and Overseas. This will be achieved as we have put together the best strategies to ensure that these goals and mission are achieved.