



اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

PREPARED FOR:

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GROUP

NBH69

SEMESTER 6

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ACKNOWLEDGEMENT

Alhamdulillah, I am most grateful to Allah S.W.T for the completion of this Social Media portfolio one of the requirement that need to be accomplish in the course work assessment for the code ENT 530.

Special thanks to my parents in supporting us to complete this portfolio by help sell my business product. This portfolio has been prepared with the cooperation and support from many people. Besides, not to be forgotten to my lecturers which are Madam Zanariah Binti Zainal Abidin and her kindness in helping me during the process of completion of this social media business work. She have given me a good service by providing useful information. Without her, I would not be able to complete this portfolio.

Through these problems I manage to become more organize and mature in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell and create teaser to attract customer.

Lastly, to those who had involved and contributed directly or indirectly to this portfolio, I am very grateful to them for the effort and initiative that they have shown in my business until successfully completed my portfolio report. I apologize to all other unnamed person who helped me various ways to complete this portfolio and we hope this social media business and portfolio report can give us little bit about Entrepreneurship world and fact about how to become an entrepreneur in future.

EXECUTIVE SUMMARY

The Bawals (TB) offers scarves and also make it as a gift box for customers, providing the variety of scarves colour that with chiffon material that gives high satisfaction of consumer especially women who need to wear scarves that does not consume so much time on it.

The Bawals clients is customers identifying students and working lady that need easy to wear scarves with affordable price of product and the most important is something comfortable to wear the whole day.

The Bawals offers a variety colour of chiffon scarves that very highly chiffon material. Across Shah Alam particularly The Bawals business has seen a started begin April 2019. Shah Alam is an area most that students studying at UiTM Shah Alam campus and many offices around Shah Alam.

The Bawals marketing strategy is to emphasize the quality and price of products and services. The Bawals offer the affordable price because my target market in Shah Alam is UiTM students and working lady. Thus, I develop marketing strategy that gives attraction to come and buy The Bawals products.

The management of The Bawals consists of three workers which is myself, Umami Nadiera Binti Hidzir and my two partner Harith Redzuan Bin Abd Aziz and Fatin Suhana Binti Rosli. I also create Facebook to expand my business through social media and learn how to post Facebook post for business product whether teaser poster, soft sell and hard sell.

I also must raise the revenue at least RM 61 and above and prudent spending for my product to avoid profit falls. Already I have service and products commitments plan to promote the product. The loving coloured scarves that The Bawals will provide is sure to appeal to customers throughout the Shah Alam especially UiTM campus area.

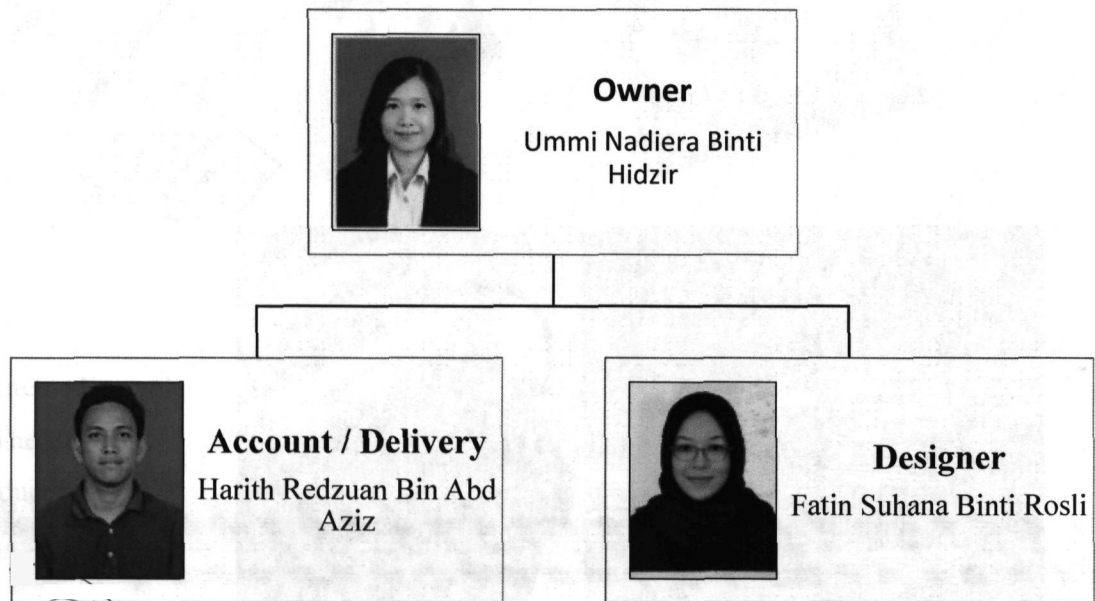
i. INTRODUCTION TO BUSINESS

- Name and address of the business

The Bawals

No 19 Jalan Perintis U1/52, Temasya Industrial Park Glenmarie, 40150 Shah Alam,
Selangor Darul Ehsan

- Organizational chart



- Mission / Vision

The Bawals vision is to be the first affordable scarves and variety of colours in Shah Alam. Furthermore, to create a benchmark in quality of affordable scarves observe by demand of simple, modern and modesty scarves by consumer.

The Bawals mission is to ensure the highest quality of chiffon scarves to the consumer. The Bawals will continuously improve in all aspects of business in order to have a sustainable growth and profitability on meeting the needs of the present generations and also sustain long-term in the market.