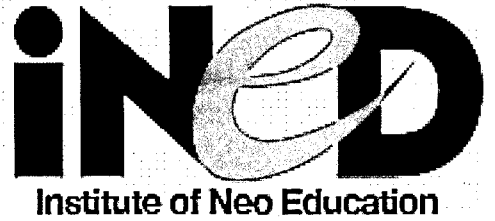




اَوْبَدْرُ سَيِّدِي بِاَسْمَائِي كُنِي اَمْبَارَا
UNIVERSITI
TEKNOLOGI
MARA



FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION

(HONORS) HUMAN RESOURCES MANAGEMENT

ENT530

PRINCIPLE OF ENTERPRENUERSHIP

SOCIAL MEDIA

(LITTLE PRINCESS PALACE)

NAME	ID NO
NUR NINA QISTINA BINTI ZAHARRUDDIN	2016900015

GROUP: NBH6A

LECTURER: MADAM ZANARIAH BINTI ZAINAL ABIDIN

ACKNOWLEDGEMENT

In the name of Allah, all praises go to Him, The Creator of all. First of all, I want to express my gratitude to my lecturer Madam Zanariah Binti Zainal Abidin for her helps throughout completing this social media report. She assists with all the requirement that need to be accomplish in the course work assessment for the code ENT530.

The success and final outcome of the assignment required a lot of guidance and assistance from many people and I extremely fortunate to have her all along the completion of my report. Whatever I have done is only due to such guidance and assistance and I would not forget to thank them.

I am really grateful because I managed to complete this assignment within the time given. This assignment cannot be completed without my time and energy sacrifices as being a part-time student. It such a very challenging for me. Not forget to mention thank you so much to my beloved parent who patiently understand my strict schedule every day as a part time student. Last but not least, I would like to express my gratitude to my friends in supporting and willingness to teach, help and spend some time for me.

EXECUTIVE SUMMARY

Little Princess Palace offers a headband products and service that are more suitable for kids especially for a girl. This is due to our trending fashion nowadays among parents is too high and updated with the latest changes in design of fashion based on consumers requirement. Hence, to serve those preferences increase its profits.

The uniqueness of this product is the materials that I have use to produce this product. I used the best quality of material products to make the product will be more exclusive and can attract many of customers to this products. Its also comes with variety of design which is suitable for kids. Moreover, its also suitable for kids from 0 months until 6 years old.

Little Princess Palace customer's are obviously from the fashionista lovers who are more from parents that who are have a kids especially a girl. Its also suitable to be a gift to someone special. However, Little Princess Palace is more beneficial to be compared to other competitors is because of the variety of design with affordable price and its also safe for use especially newborn baby.

The management of Little Princess Palace consist of two workers which are Nur Nina Qistina Binti Zaharruddin and my husband, Muhamad Nazmi Bin Hashim. I have decided to sell this headband after I had know that my first born was a baby girl. I also have create Facebook page to expand my business through social media and learn how to post Facebook post for business product. Furthermore, to be more easier, I have signed my business up in eUsahawan portal to track my business profits and revenues occurred.

For now, I have product and service commitment plan to promote the product. I can do for postage and delivery for customers. However, there are still have the selected area to delivery for customer which are Puchong, Putrajaya and Shah Alam.

TABLE OF CONTENT

DESCRIPTION	PAGES
Cover page	1
Acknowledgement	2
Executive Summary	3
Table of content	4
1.0 Business registration (Suruhanjaya Syarikat Malaysia (SSM))	5
2.0 Introduction of business	6
2.1 Name of address of business	6
2.2 Organizational chart	6
2.3 Vision and Mission	7
2.4 Descriptions of products	7
2.5 Price List	8
3.0 Facebook (FB)	10
3.1 Create Facebook Page	10
3.2 Custom URL Facebook page	10
3.3 Facebook Teaser Post	11
3.4 Copywriting – Soft Sell	16
3.5 Copywriting – Hard Sell	21
3.6 Frequency of posting	31
4.0 Sales Report (eUsahawan Portal)	34
Conclusion	37

2.3 Vision and Mission

2.3.1 Vision

Little Princess Palace will be the top and the best quality of headband in Malaysia.

2.3.2 Mission

Little Princess Palace mission is to ensure the quality of the materials to get the best quality and safe use for kids. Little Princess Palace will provide a goods product and services at a reasonable cost and continuously provide more materials with the best quality for using in a long term.

2.3 Description of product/service



Little Princess Palace offers a homemade product which categorized as a accessories. Its based business that offers you the best quality of material that's consists with a more variety of design that based on customers requested. Moreover, its more suitable for kids especially for a girl from age 0 months until 6 years old. Little Princess Palace customer's are obviously from the fashionista lovers who are more from parents that who are have a kids especially a girl. Its also suitable to be a gift to someone special. However, Little Princess Palace is more beneficial to be compared to other competitors is because of the variety of design with affordable price and its also safe for use especially newborn baby.