



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



(<https://www.facebook.com/NHenterprisee>)

FACULTY OF BUSINESS & MANAGEMENT

BA246 4B

SUBMITTED BY

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TABLE OF CONTENT

	PAGES
TITLE PAGE	i
ANKNOWLEDGEMENT	li
TABLE OF CONTENT	lii
EXECUTIVE SUMMARY	iv
1. GO-ECOMMERCE REGISTRATION	4 - 5
2. INTRODUCTION OF BUSINESS 2.1 Name and address of business 2.2 Organizational chart 2.3 Mission / vision 2.4 Descriptions of products / services 2.5 Price list	5 - 10
3. FACEBOOK (FB) – PRINT SCREEN THE FOLLOWING: 3.1 Creation of Facebook (FB) page 3.2 Customized URL Facebook (FB) page 3.3 Facebook (FB) post – Teaser 3.4 Facebook (FB) post – Copywriting (Hard sell) 3.5 Facebook (FB) post – Copywriting (Soft sell)	11 - 73
4. CONCLUSION	74
5. REFERENCES	75
6. APPENDIX	76

EXECUTIVE SUMMARY

NH Enterprise was established on 27th of April 2021, where basically we mainly focus on selling a variety of patterns, colours and sizes of phone cases designed specifically for iPhone devices that are suitable for a wide range of age groups. Although there are many products that we offer, NH Enterprise is now more focused on sales of our high-ended quality phone cases only, which are all in high demand to meet the desire of our customers. The phone cases sold by NH Enterprise are all made of high-quality materials at an affordable price that is suitable for people of all income levels.

Additionally, NH Enterprise is a sole proprietorship business which was started and owned by Noranis Hazwani. It is also listed as NH Enterprise on Go-Ecommerce. NH Enterprise primarily runs and operates the business mainly on the Facebook platform in order to sell and deliver the products to customers. The business hours are from 9 a.m. until 11 p.m. and the business day is Monday to Friday except for Saturday and Sunday. Despite holding the title as a student who is studying at University Technology MARA, Melaka City Campus, majoring in International Business, Noranis Hazwani, still be able to manage the time wisely to study and run the business simultaneously, as the business has grown into a passion.

The idea and concept behind NH Enterprise is to bring uniqueness and limitless creativity to phone cases. In addition, NH Enterprise emphasises on vibrant visuality to the customers by using Facebook medium to interact with the customers through funky visuals. It is also to provide and show them our various designs and patterns of phone cases that we offer in order to satisfy the desire of our customers. Basically, NH Enterprise sold products that are projected for all layers of the market. The price sets are affordable for the targeted market, which includes youngsters, teenagers, working people, and students. The colour we offers are also tailored to fit the preferences of the customers according to their age range. For teenagers, glitzy and "Goth" appearances or colours are appropriate, whereas for older customers, basic colours and softer colours are suitable.

NH Enterprise's product line is primarily for iPhone phone cases of all models. There are more than 10 varieties of patterns and colours to choose from. The price we offered is reasonable and worth more than the quality offered. The offered price is also intended to ensure that all customers can afford to purchase our product, as the price ranges from RM 7.70 to RM 35 only. Furthermore, NH Enterprise also has utilized the use of Facebook as a social media platform to connect with customers. Presently, NH Enterprise has 109 likes on Facebook, and the marketing strategy is to use visuals such as eye-catching pictures to attract customers' attention. Other than that, NH Enterprise also has used the Go-Ecommerce site to update the daily sales and expenses as well as to show the indication of the business whether it is doing well or not.

1. GO-ECOMMERCE REGISTRATION



Certificate of Completion

This acknowledges that

noranis hazwani binti azmi (970128145020)

has successfully completed

eUsahawan Course
Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.

2. INTRODUCTION OF THE BUSINESS



Name of Company	NH Enterprise (CarcassabyNH)
Nature of Business	Enterprise
Business Category	Apparel & Accessories / Phone Accessories
Facebook Page	NH Enterprise (@NHenterprisee)
Location of the Business	Banting, Selangor
Tagline	Your Desire, Our Priority!
Mission	To offer a wide range of phone cases for iPhone users and to ensure that our customers are satisfied with our services.
Vision	To be known as the company that successfully provide a trendy and affordable phone cases in the market.