



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



DELUXIA OILLY

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

NAME	NASRUL AHZA BIN HASAN HANIF
NAME OF LECTURER	SITI ZAITUN SADDAM
GROUP	ENT530Z
PROJECT TITLE	SOCIAL MEDIA PORTFOLIO
SEMESTER	3
STUDENT ID	2020996943
FACULTY & PROGRAMME	FACULTY OF BUSINESS & MANAGEMENT (BA242)

ACKNOWLEDGMENT

Assalamualaikum w.b.t. First and foremost, I wish to express our gratitude to Allah The Almighty for having given me the strength and capacity to complete with success and time this learning assignment. I would like to thank my Principle of Entrepreneurship (ENT530) lecturer Madam Siti Zaitun Saddam for her valuable advice and guidance regarding this report. I am grateful for her as she provided me with proper guidelines and rubrics to be referred. Not to forget all her helpful comments, advice, suggestions, recommendations, and motivation in this report. This assignment is one of the requirements for this code and I have gained an additional knowledge through this experience.

Special thanks to my parents and siblings that have provided me with endless love. Furthermore, their moral support, strength and understanding of my situation especially during Open Distance Learning (ODL). To them, I extend my obligation and gratitude, for their continuous support, patience, prayers, and benevolence during the period of finishing this assignment.

Lastly, thank you to my friends who had helped me either directly or indirectly. I would like to thanks to everyone who contributed towards the completion of this assignment. Your kindness, support, opinion, and advice are much appreciated. Thank you very much and I hope that the information provided in this assignment will be beneficial for everyone.

TABLE OF CONTENT

CONTENTS	PAGE
1.0 GO-ECOMMERCE REGISTRATION	
- 1.1 Personal Profile	5
- 1.2 Business Profile	5
2.0 INTRODUCTION OF BUSINESS	
- 2.1 Name and Address of The Business	6
- 2.2 Organizational Chart	6
- 2.3 Mission and Vision	6
- 2.4 Description of Products	7
- 2.5 Price List	8
3.0 FACEBOOK PAGE	
- 3.1 Creating Facebook page	9
- 3.2 Customizing URL Facebook page	9
- 3.3 Facebook post – Teaser	10 - 11
- 3.4 Facebook post – Copywriting Hard Sell	12 - 15
- 3.5 Facebook post – Copyright Soft Sell	16 - 20
4.0 CONCLUSION	21

EXECUTIVE SUMMARY

Deluxia Oilly is a business that sell olive-based oil to the consumers. Deluxia Oilly sells a various type of olive oil such as virgin olive oil, extra virgin olive oil and refine olive oil. The reason why this business was chosen is to create awareness and promote healthy eating among Malaysian peoples.

Deluxia Oilly offers organic olive oil to the customers at affordable price. The concept of ‘you are what you eat’ indicates that a person’ body and health depend on what they consume. To have and maintain a healthy body, a nutritious and organic food are a perfect kind of food. Process food or harmful food should be avoided. Furthermore, the business name “Deluxia Oilly” origin term is “Delicious Oil”, the word to encourage consumer to insert olive in their meal and dishes as the oil not only promote many benefit for our healthiness, but also will enhance the taste of our food!. The price range is affordable for all, which is RM 15 to RM 30 per bottle.

Besides, Deluxia Oilly also offers a special order. Customers can order door gift for their special occasions, such as wedding and birthday party. This business mainly uses social media platform such as Facebook to promote the products. Deluxia Oilly Facebook page is under admin control. One admin which is the owner will manage and update everything related to the business. It is admin scope of job and responsibility to market the product. Facebook is an excellent platform that can attract a wide range of customers.

2.0 INTRODUCTION OF BUSINESS

- 2.1 Name and Address of The Business

Deluxia Oilly is the business name and it was established on 15 April 2021. The name “Deluxia Oilly” was chosen because the word deluxia indicates delicious taste while oily represent an oil made from olive, when its combined, it means delicious oil as a attraction word for olive oil user. Apart from that, it is also simple yet easy for the customer to remember and know about the brand. This business offer delivery service, online selling and direct selling from physical store. Customers must pay additional charge for delivery and it depend on the distance. Meanwhile for customer who purchase online, we will post out their goods by courier. Deluxia Oilly operates at Lot 2, Subang Idaman, 09500, Aman, Selangor and for the delivery services, only for nearby area such as Subang Jaya and nearby Damansara.

- 2.2 Organization Chart

The owner itself, Nasrul Ahza Bin Hasan Hanif the one that handling the business of sole proprietorship.

- 2.3 Mission and Vision

Mission

- To promote the benefits provided within the usage of olive-based oil products.
- To increase the Malaysian people healthiness rate.

Vision

- To promote healthy lifestyle among consumers.
- To expand and add the variety of olive-based product.