



UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS AND
MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

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ACKNOWLEDGEMENT

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Besides that, I would like to show my deepest gratitude to Ms. Munirah, the founder of Malishka.co for giving me a chance and gave the permission to expand her business to Facebook page even though it is only for assignment purposes. She has helped in guiding and encouraging me to come up with the most suitable ideas for my assignment. Without her treasured support and understanding, I would not be able to complete this assignment.

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Finally, my appreciation goes out to my family members who are willing to help with the completion of this assignment by liking and sharing my assignment to all their friends so that I can fulfill all the requirements according to the rubric of this assignment.

EXECUTIVE SUMMARY

Malishka.co is a small, local, online business established in November 2020 by its founder, Ms Munirah. At that time, Ms Munirah who was stranded in Malaysia and unable to go back to continue her study in Russia due to the pandemic Covid-19 has decided to open a small business as a side income. After careful thoughts, she decided to be an authorized agent for skincare products of local brands such as N.Hans Beauty, Yello Skincare and Zarzou Beauty. It started out as a passion of hers who really loves skincare, thus choosing to open a small business that is selling skincare products really is a dream come true. A million thanks to Malishka.co for allowing this collaboration as a dropshipper to happen even though it will only be for one semester. Now Delily, as a sub-brand of Malishka.co can sell and promote one product chosen from various other products taken up by Malishka.co.

The product chosen was the Oatmeal Turmeric Mask & Scrub by Yello Skincare. This product as the name suggests is a 2-in-1 product that can be used as a mask as well as a scrub that can be used on the body and face. It is specifically formulated for people with acne-prone skin, acne scars and dull skin. However, it can still be used by everyone with any type of skin. The product is made using only natural ingredients namely blended oatmeal, turmeric, rice and coconut. The ingredients have been chosen due to their various benefits on the skin that are backed by science and has been in the industry since hundreds of years ago. Furthermore, this product is being promoted on the Facebook page Delily which to date, it has gained 191 total Page likes and 194 total Page followers even though it is only for assignment purposes.

This hands-on experience of online business is an exciting journey. At the end of the day, the students were able to grasp useful knowledge about creating and running an online business. This knowledge is hoped to be used in the future; in case the students are interested in venturing into online business. This assignment teaches the students the correct techniques on how to properly create copywriting and promote products online. The technique used for copywriting hard sells is known as AIDCA which stands for attention, interest, desire, conviction, and action. On the other hand, for copywriting soft sells, the students must follow the following format: title, introduction of story, storytelling, call-to-action, and graphics.

TABLE OF CONTENT

ACKNOWLEDGEMENT..... 1

EXECUTIVE SUMMARY 2

TABLE OF CONTENT..... 3

GO ECOMMERCE REGISTRATION..... 4

INTRODUCTION OF BUSINESS..... 6

FACEBOOK (FB)..... 7

CREATING FACEBOOK (FB) PAGE 7

CUSTOMING URL FACEBOOK (FB) PAGE 7

FACEBOOK (FB) POST – TEASER..... 9

FACEBOOK (FB) POST – COPYWRITING (HARD SELL) 11

FACEBOOK (FB) POST – COPYWRITING (SOFT SELL) 27

CONCLUSION 45

INTRODUCTION OF BUSINESS

Malishka.co is a small online business located at No.42, Jalan 8D/KU4, Taman Sri Rantau, 42100, Klang, Selangor. The business is owned, managed, and operated solely by its founder; Ms Munirah. For the time being, there is only one dropshipper who is Ms. Nuralya, who is responsible to manage and promote using the Facebook Page DelilybyMalishka.co.

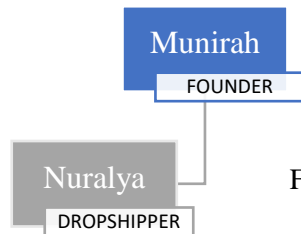


Figure 1: Organizational Chart of Malishka.co

The founder is currently not planning to expand the business as in opening a physical store, but she does welcome anyone who wants to register as a dropshipper to help her sell and promote all the products that she has while at the same time generating a side income. The mission of Malishka.co is to provide the perfect skincare products to the customers through assorted range of products from the local brands. Furthermore, the vision of the business is to become a successful hub for skincare products that offers various skincare ranges by local brands in Malaysia as well as worldwide.

The main product that has been chosen to be promoted in this project is the Oatmeal Turmeric Mask & Scrub by Yello Skincare. It is a unique blend of safe, homemade ingredients that are specially formulated to heal acne and reduce the appearance of dark spots. It removes dead skin cells, soaks up excess oils and impurities for a clearer skin complexion. The product is specifically formulated for those with acne-prone skin, acne scars & dull skin however, it is suitable for all skin types. The ingredients used are all natural namely, Avena Sativa (oatmeal), magnesium sulphate (Epsom salt), Oryza Sativa (rice), Cocoa Nucifera (coconut), Curcuma Longa (turmeric).

Although this product is suitable for all skin types, however some precautions must also be taken to ensure that is fully safe to use. Thus, it is advisable for the consumers to patch test the product for allergies and other reactions before use. Immediately discontinue usage if irritation occurs. The product is not to be applied on an open wound and always remember to keep it dry to avoid spoiling the product. The Oatmeal Turmeric Mask & Scrub is available for only RM39 and consists of 150g of finely blended powder in a tub.