



اُنِيُوْزِ سِيْبِي تِيْكَوْ لُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT (FBM)
UNIVERSITI TEKNOLOGI MARA (UTM) PUNCAK ALAM

CODE COURSE:

ENT530 PRINCIPLE OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO :



MAKING MEMORIES

LECTURER:

MADAM RAHAYU BINTI HASANORDIN

PREPARED BY:

NAME	STUDENT ID
PUTRI JULIA NABILLA BINTI AMRAN	2020995149

PROGRAM/GROUP:

ENT530X

SUBMISSION DATE: 06 JULY 2021

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim...

Alhamdulillah, I am very thankful to Allah for the abundance of blessings and the blessings of time, so that I able to complete this task successfully. First and foremost, I would want to give this appreciation speech to my beloved lecturer ENT530X, Madam Rahayu Binti Hasanordin, because with her support during ODL sessions, she provided the space and guidance for me to successfully finish this task. Without her guidance, I might not have been able to manage my business before.

I would also like to thank my parents for providing me with facilities to help me finish this course's work. They provided me with all the necessary resources and moral support until I completed this task effectively.

Finally, I would want to thank my classmates who were engaged in the creation of this Social Media Portfolio. I would not have been able to finish such tasks without their help. This is because the work to complete the course work requires motivation, effort, and ideas. Without them, I would not be able to get "likes" on my Facebook page

EXECUTIVE SUMMARY

First thing first, as entrepreneurs we should realize that social media is the most influential and vital digital place, where the platform is not only useful for social networking but also a wonderful tool to digitally advertise our brand and products. From Social Media Portfolio I learned that how social media marketing really helps businesses. By using this platform, the entrepreneur can make a hard sell or a soft sale as an advertisement.

Having a social media portfolio can assist businesses to play a key role. It helps to increase sales because the seller can reach out to customers who like to buy products online. When a customer is deciding whom to do business with, they will normally look at your website and possibly conduct some research on you. A good social media advertisement is very important because the customer will look at your social reputation, and nowadays, they are also looking for social proof, such as new followers, because the presumption is that if you do not have any followers, you probably do not have any customers.

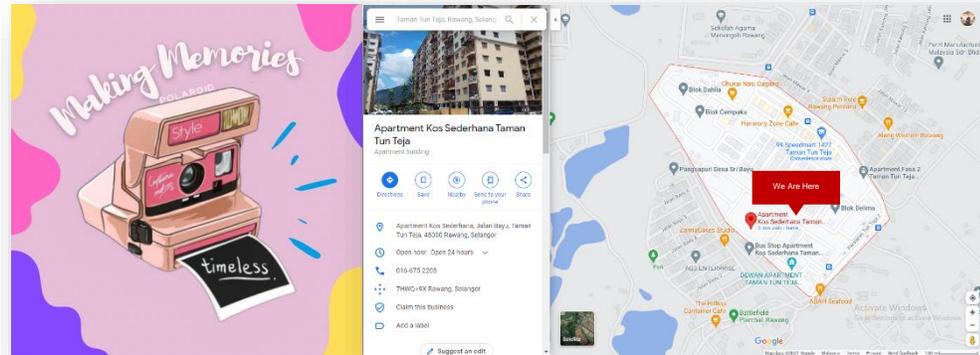
Finally, by incorporating a social media strategy into their plans, anyone may become an entrepreneur. Social media is an important element of your business's marketing strategy, but it does not have to be difficult to manage. Create a profile and begin engaging with your customers as the first step. Social media portfolios give a benefit to sellers to learn how to market their products and deal with customers on various platforms such as Facebook. Furthermore, utilizing the correct medium and strategy would assist an entrepreneur in maintaining the business and improving the quality on a frequent basis to reach their mission and vision.

TABLE OF CONTENT

NO.	CONTENT	PAGE
1	ACKNOWLEDGEMENT	2
2	EXECUTIVE SUMMARY	3
3	GO E-COMMERCE	5
4	INTRODUCTION OF BUSINESS	
	❖ Name and address of business	6
	❖ Organizational Chart	7
	❖ Mission / Vision	8
	❖ Description product / services	8
	❖ Price list	8
5	FACEBOOK (FB)	
	❖ Creating Facebook (FB) page	9
	❖ Customizing URL Facebook (FB) page	9
	❖ Facebook (FB) post – Teaser	10-11
	❖ Facebook (FB) post – Copywriting (Hard sell)	12- 27
	❖ Facebook (FB) post – Copywriting (Soft sell)	28-43
	❖ Graphic	
6	CONCLUSION	44

INTRODUCTION OF BUSINESS

❖ NAME AND ADDRESS OF BUSINESS



Making Memories is the name of the company. Making Memories is a sole proprietorship that sells printed images in mini size, popularly known as Polaroid. Nowadays, the trend of printing pictures no longer exists because we can save the picture on the phone. The inspiration for run this business because of the because we want to innovate Polaroid films which by introduce what was once the nostalgia on the past which has become a modern trend in a simple way. The name of Making Memories is inspired by what we give customers, specifically the service of printing mini **(Making)** pictures **(Memories)** that have sentimental significance and a moment for them that need to be memorialized forever and can be carried anywhere.

Printing has become more convenient because of increased digitalization, as it can now be sent directly from mobile phones to printers. It is less complicated and more convenient. Furthermore, the size of the polaroid allows it to be kept in purses , inside smartphone casing, and it can be a cute present for their favorite person. This business is operated from our home in 09-12, Apt Taman Tun Teja Rawang, Selangor. This product is in high demand and has a high potential because we are nearby to schools and youth who are interested in aesthetics things. Furthermore, based on my observations, Rawang has a variety of courier services makes it so much easier for me to send the product via courier.