



**UNIVERSITI TEKNOLOGI MARA
KAMPUS PUNCAK ALAM**

**ENT530
PRINCIPLE OF ENTREPRENEURSHIP
SOCIAL MEDIA PORTFOLIO**

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PREPARED FOR	:	MADAM NADIAH MAISARAH BINTI ABDUL GHANI
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PREPARED BY:

STUDENT ID	NAME	CLASS
2019805418	IKHMAL AIDEL B. AHMAD AZMI	ENT530N

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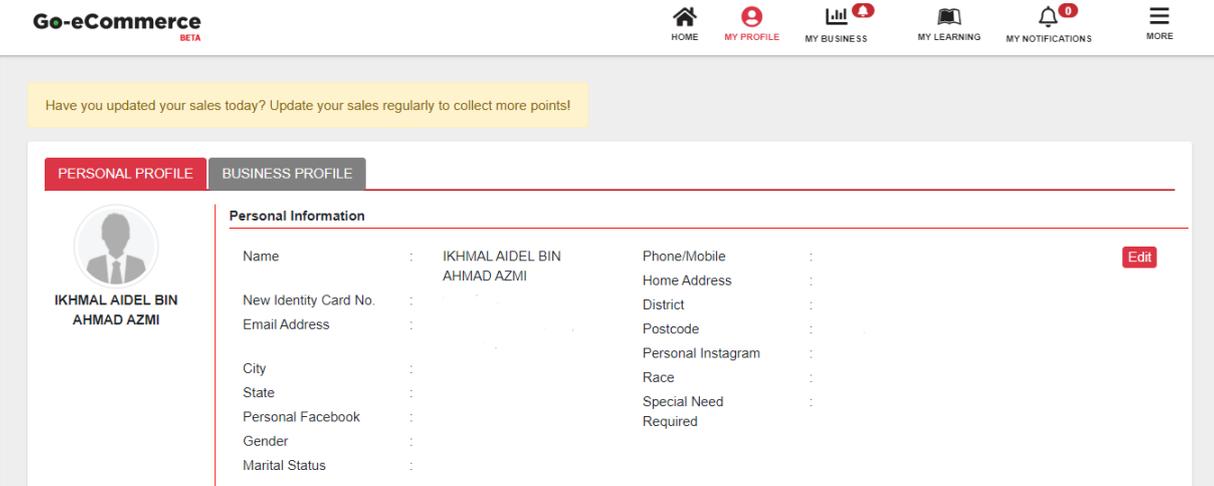
ACKNOWLEDGEMENT

This appreciation I would like to indicate my special thanks to my lecturer, Madam Nadiah Maisarah Binti Abdul Ghani that guide me in this principles of entrepreneurship (ENT530) subject especially for this social media portfolio assignment include knowledge, techniques and how to make it this social media portfolio assignment more give impact as an entrepreneur. Thank you for my family that facilitate and ensure success of this social media portfolio assignment, also a very supportive friends that have touched directly and indirectly in any action since beginning until this assignment have been done. This social media portfolio assignment would have been impossible without contribution from all these supportive people, as a student that implements this assignment I'm very grateful for all you have done very well in any effort. Thank you so much, really appreciate it.

EXECUTIVE SUMMARY

This report referring to social media portfolio assignment for Principles of Entrepreneurship (ENT530) subject involves business or service that are marketed using social media platform which is Facebook as an entrepreneur, it will introduce the background of business or service including basic portfolio for every entrepreneurship platform like mission, vision and description. In accordance with the assignment that needs to be as an entrepreneur that uses digital marketing platforms like Facebook to introduce the product or service, this report will also show regarding content and copywriting involving teaser, soft sell and hard sell. As a result, it can build up our knowledge, skills and confidence level to manage our own business, it also can encourage good entrepreneurs and students that remain competitive among others in today's market.

1.0 Go-Ecommerce Registration



2.0 Introduction of Business

2.1 Name and Address of Business

Based on electronic stuff that gives priority and focus on televisions which is named as Televisio – ruang TV, this name synchronizes with my business when Televisio – ruang TV can be commercial and customers know about this name referring to televisions. Address and located in a populated area in Klang Selangor, basically the customers come from neighbourhood and locals often.

2.2 Organizational Chart

This business runs with 5 people that work as a team to manage and generate smoothly by covering a variety of fields and jobs scope, each individual has a different expertise that brings this team into a specific organizational chart as shown below.

