



اَوْنِبُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**SOCIAL MEDIA PORTFOLIO  
SOBELLA COSMETICS**

**PRINCIPLE OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO**

**FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT &  
BACHELOR OF BUSINESS ADMINISTRATION  
(HONS.) OPERATIONS MANAGEMENT**

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Finally, I would like to say thank you to my classmates and friends who have been very helpful in sharing their ideas and knowledge with me. Thank you very much for your contribution till I can finish this assignment.

## EXECUTIVE SUMMARY

Sobella Cosmetics is a business that sells cosmetics run by Wan Nor Syuhadah. She is a native of Kelantan who has successfully run Sobella Cosmetic for 4 years with her husband. She has successfully expanded her business until now and has thousands of agents selling her products throughout Malaysia.

Among the products under the Sobella brand include lip matte, lip tint, eyeshadow, blusher, and foundation. In addition, Sobella also sells merchandise products on the website like hoodies, sweatshirts, t-shirts, tote bags, notebooks, and organizers. The price is very affordable for people to buy.

Social media platforms like Facebook are very important nowadays because it can help to promote my business. As we know, most people use it regardless of age or gender. So, it is easy for a new entrepreneur like me to get customers either know or may not and indirectly can also further expand my business. On this Facebook page, I can even post a teaser, soft selling, and hard selling to attract customer attention. Customers can only click on my page and can get a lot of information and promotion about my product. I also provide my contact number if they want to ask anything regarding the product.

The Facebook page helps me monitor my posting frequency and how many people have reached my page. Besides, I can also schedule posting if I am not able to make a post on that day so that I can keep updating for customers who want to know more about the product or any promotion.

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## 1.0 Go-Ecommerce Registration

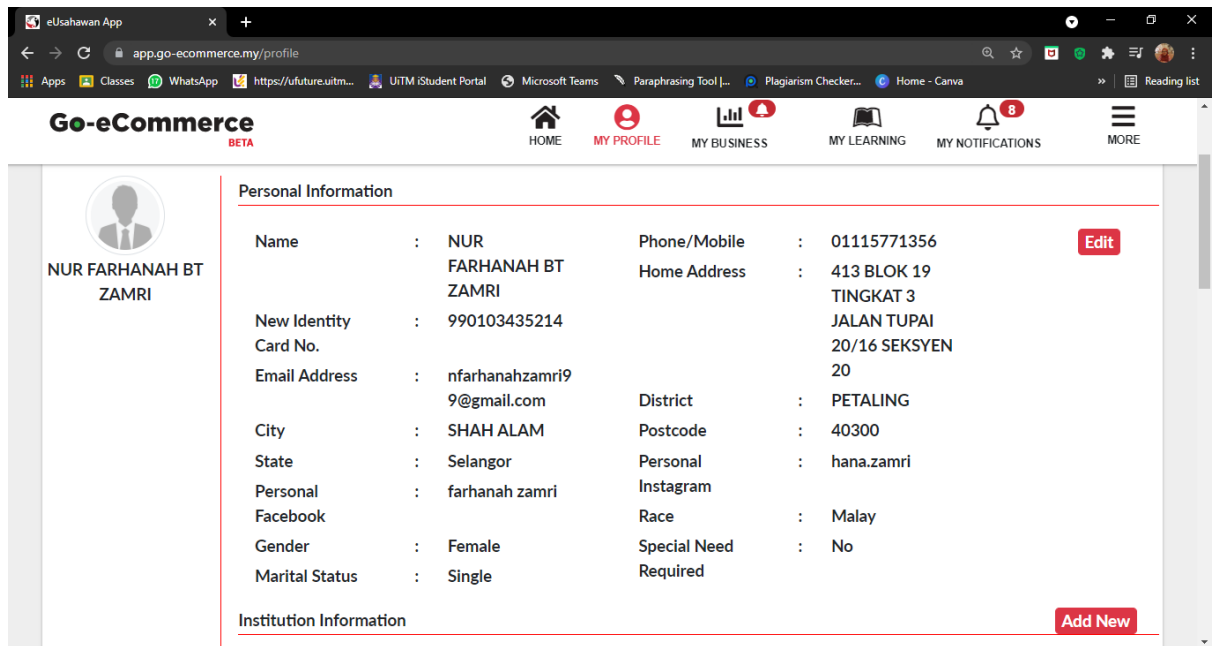


Figure 1: Screenshot of Business Profile

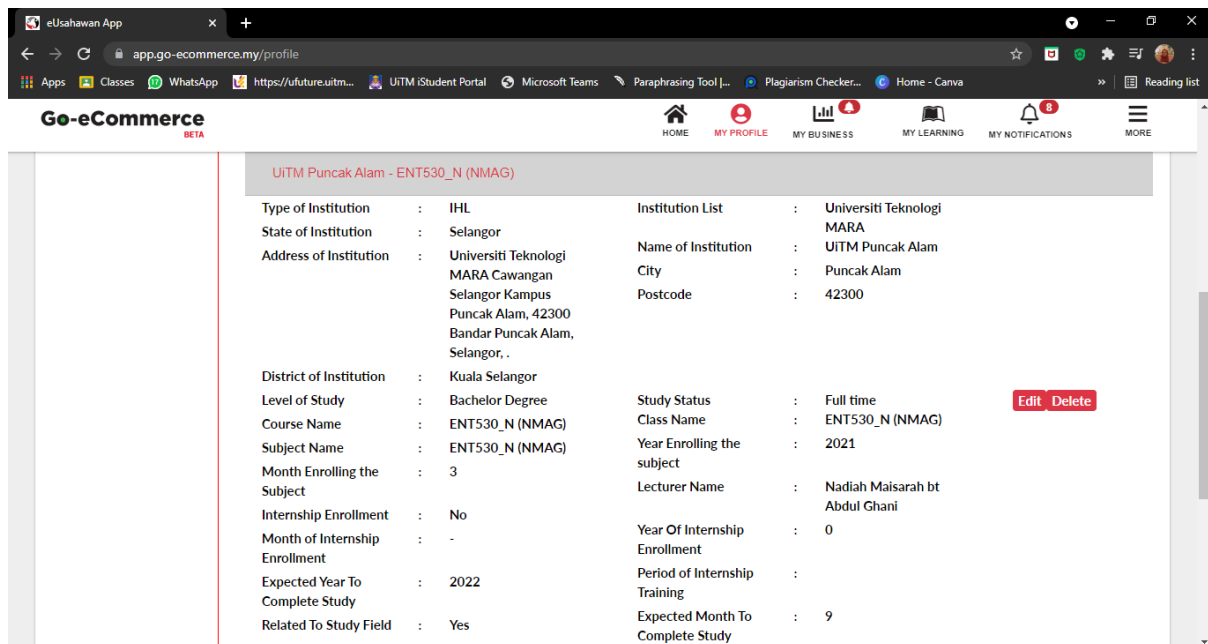


Figure 2: Screenshot of Institution Information

## 2.0 Introduction of Business

### 2.1 Name and Address of Business



Figure 3: Sobella Logo

So (very) + Bella (beautiful): It means VERY BEAUTIFUL. Coinciding with Sobella's motto "SoBella Solawa". The name is easy to say and easy to remember. 100% Syu's own idea with the help of her husband who drafted the art concept in SoBella. Ideas and concepts are made from scratch, from the smallest of ideas to the final product of Syu's ideas. Sobella Cosmetics is the first local business to produce lip matte in a limited-edition format. When customers have this concept, they feel special. Sobella Cosmetics also provides advice on product quantity and adheres to the concept of "brand exclusivity."

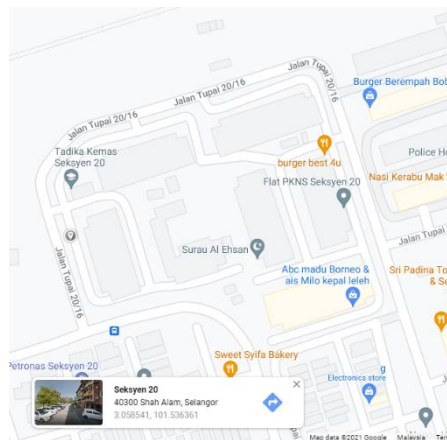


Figure 4: Location

The location is located at my house because I am selling Sobella's products from my house only. The address is No.413, Blok 19, Tingkat 3, Jalan Tupai 20/16, Seksyen 20, Shah Alam, 40300, Selangor.

If everyone wants to grab Sobella's product, they can pick it up from my house, or I can deliver it to them, and the charge depends on the location, or I can post it to them with the charge of RM8 for the postage fees.

## 2.2 Organizational Chart



Figure 5: Founder of Sobella Cosmetics

Wan Nor Syuhada, often known as Syu or Syusyu, was born in Kelantan, Malaysia, and founded Sobella Cosmetics. Because of her passion for providing cosmetics tutorials, the founder created the first products. Many clients got loyal to this local cosmetic brand after a while. Aside from that, Sobella Cosmetics maintains its distinctiveness by never making the same product twice. As a result, if you are late in obtaining these gems, you will never be able to obtain them again.

## 2.3 Mission and Vision

### Mission

Introducing Sobella cosmetic products to the Malaysian market.

### Vision

Extend the product market to Southeast Asian countries such as Indonesia, Thailand, Singapore, and China.




## 2.4 Description of Products/Services

Among the products under the Sobella brand include Sobella Honey Matte Liquid Lipstick, Sobella Fruit Liptint, Sobella Eyeshadow 2 Minutes, Sobella Wonderlove Blush, and Sobella Honey Gold Serum. Sobella produces lip matte and lip tint that contains honey, argan oil, cocoa butter, vitamin C, and E where it can help to moisturize our lips. Besides, Sobella also produces eyeshadow and blusher with many colors that are suitable for all types of skin tone, easy to use, small size where easy to bring anywhere, and most important pigmented product.

## 2.5 Price List

Product	Price
<p>LIPMATTE</p>  <p>Figure 6: Sobella Lipmatte</p>	<p>Full size (5.5ml) – RM38 pcs Baby size (1.3ml) – RM 19 pcs</p>
<p>LIPTINT</p>  <p>Figure 7: Sobella Liptint</p>	<p>RM 36 pcs</p>
<p>EYESHADOW 2 MINUTE</p>  <p>Figure 8: Eyeshadow 2 Minute</p>	<p>RM 39 pcs</p>
<p>EMOSHADOW PALETTE</p>  <p>Figure 9: Emoshadow Palette</p>	<p>RM 39 pcs</p>
<p>WONDER LOVE BLUSH</p>  <p>Figure 10: Wonder Love Blush</p>	<p>RM 36 pcs</p>



<p>CLOUD BUSH</p>  <p>Figure 11: Cloud Blush</p>	<p>RM 37 pcs</p>
<p>LIPSTICK</p>  <p>Figure 12: Sobella Lipstick</p>	<p>RM 36 pcs</p>
<p>SET RAYA EDITION 2020</p>  <p>Figure 13: Sparkling Raya Edition 2020</p>	<p>1 SET RM 227</p>

### 3.0 Facebook

#### 3.1 Creating Facebook (FB) Page

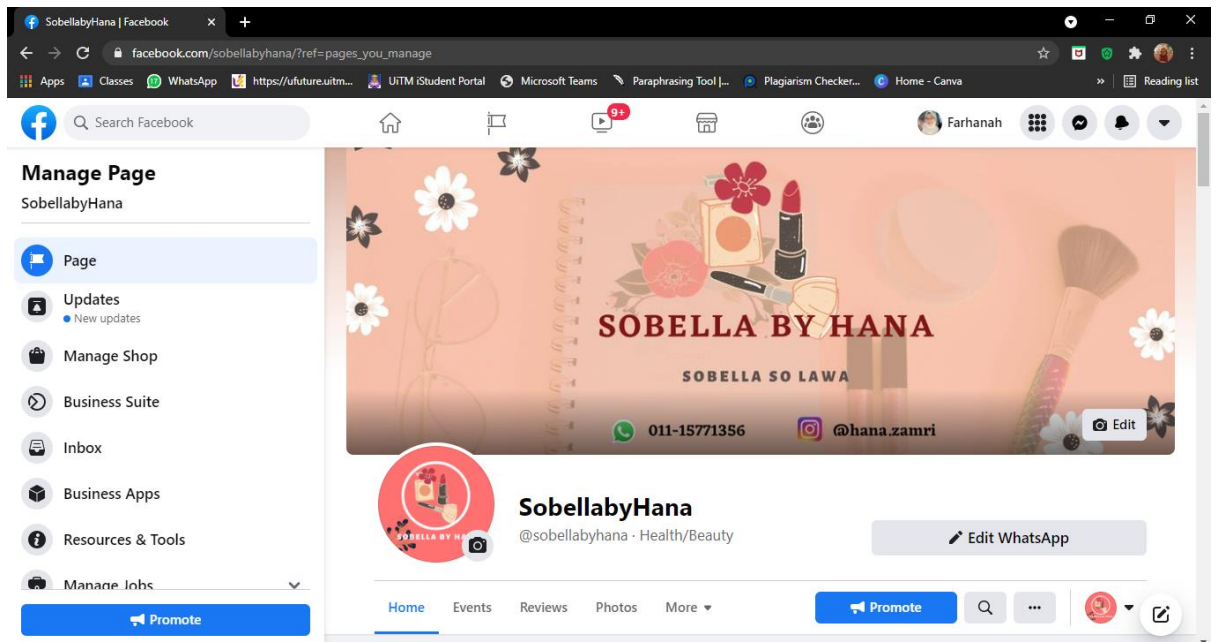


Figure 14: Creating Facebook Page

#### 3.2 Custom URL FB Page

<https://www.facebook.com/sobellabyhana>

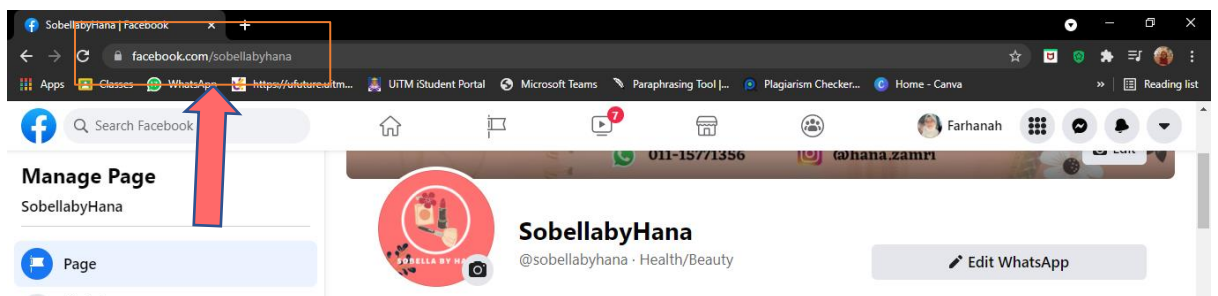


Figure 15: Custom URL FB Page

### 3.3 Facebook (FB) Post – Teaser

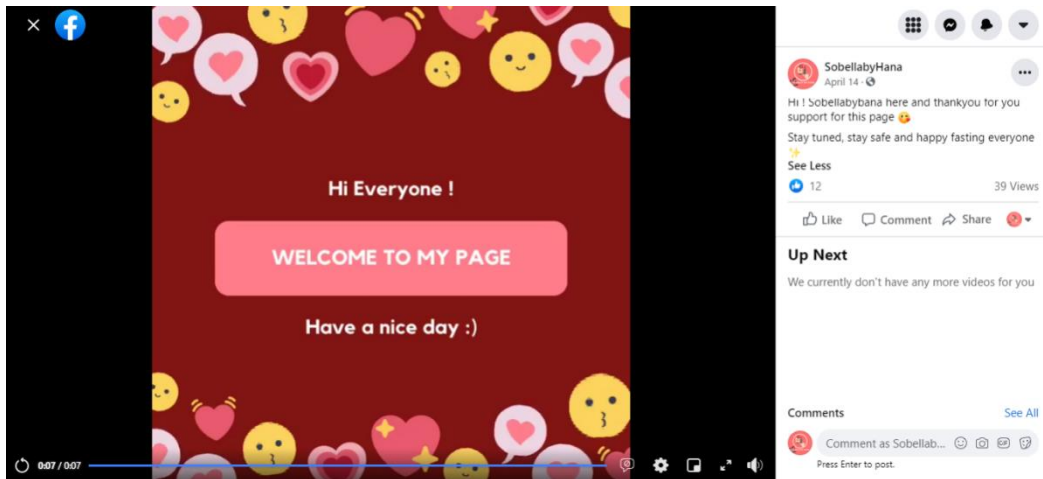


Figure 16: Teaser 1

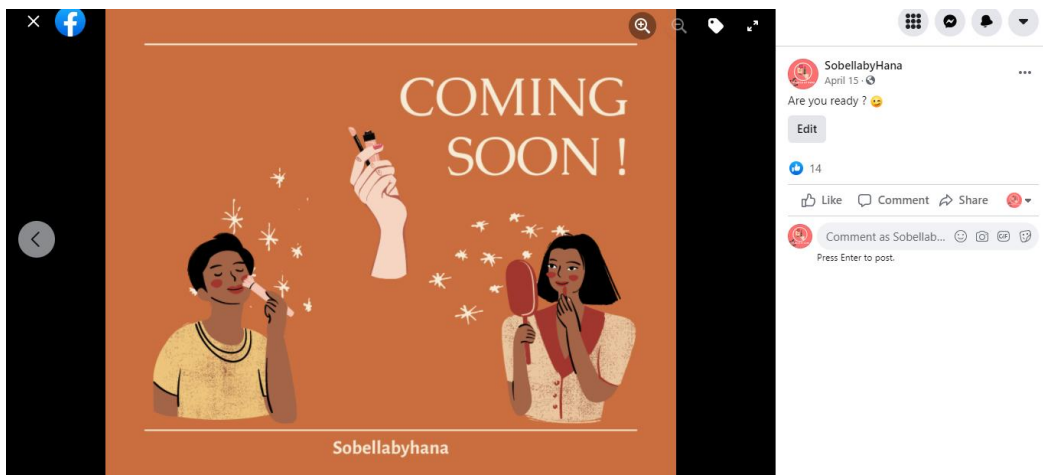


Figure 17: Teaser 2



Figure 18: Teaser 3

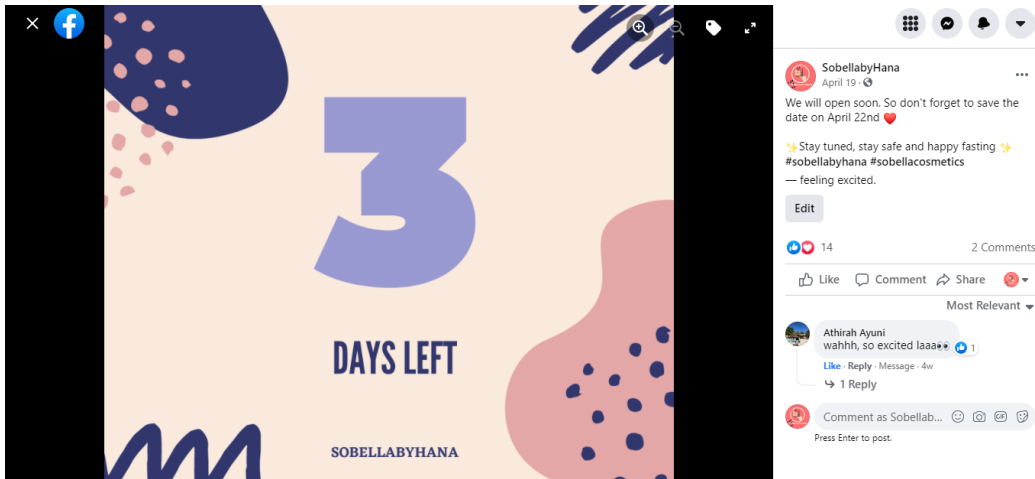


Figure 19: Teaser 4

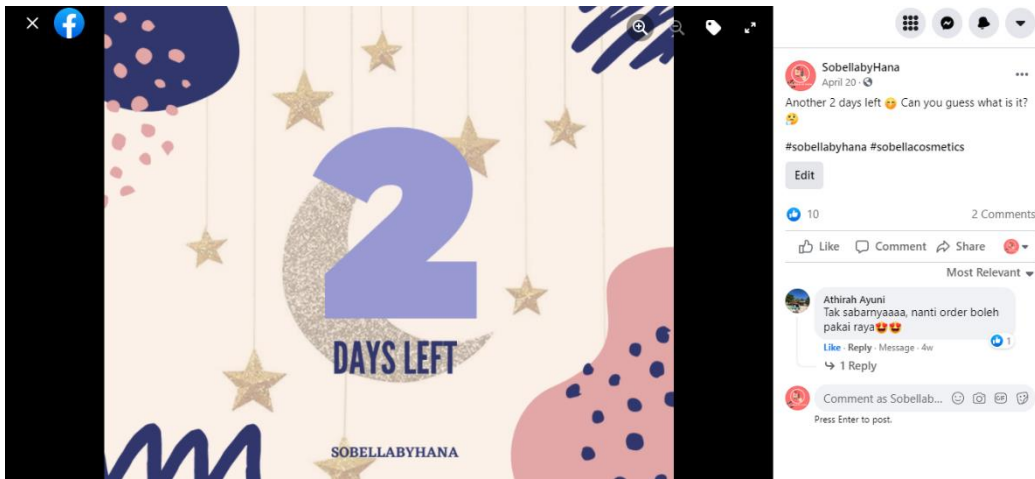


Figure 20: Teaser 5

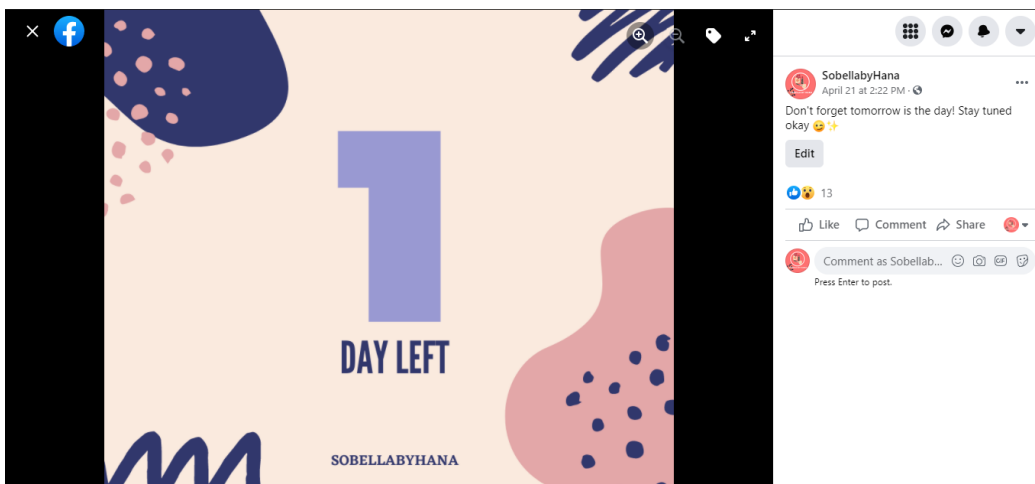


Figure 21: Teaser 6

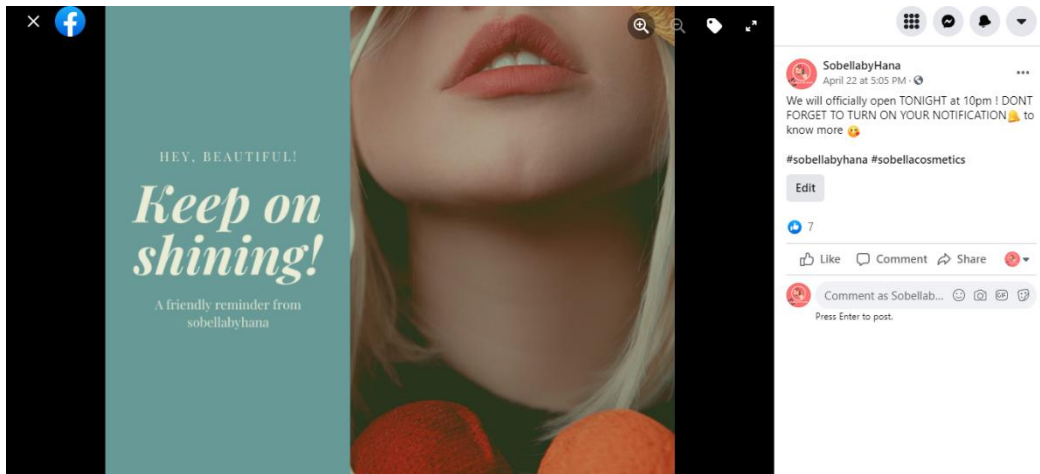


Figure 22: Teaser 7

### 3.4 Facebook (FB) Post – Hard Selling

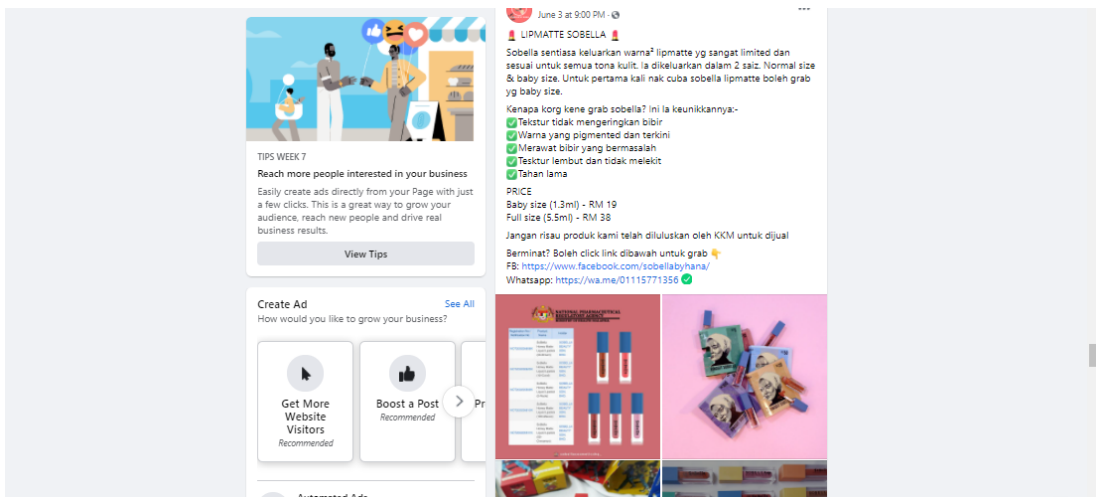


Figure 23: Hard Selling 1

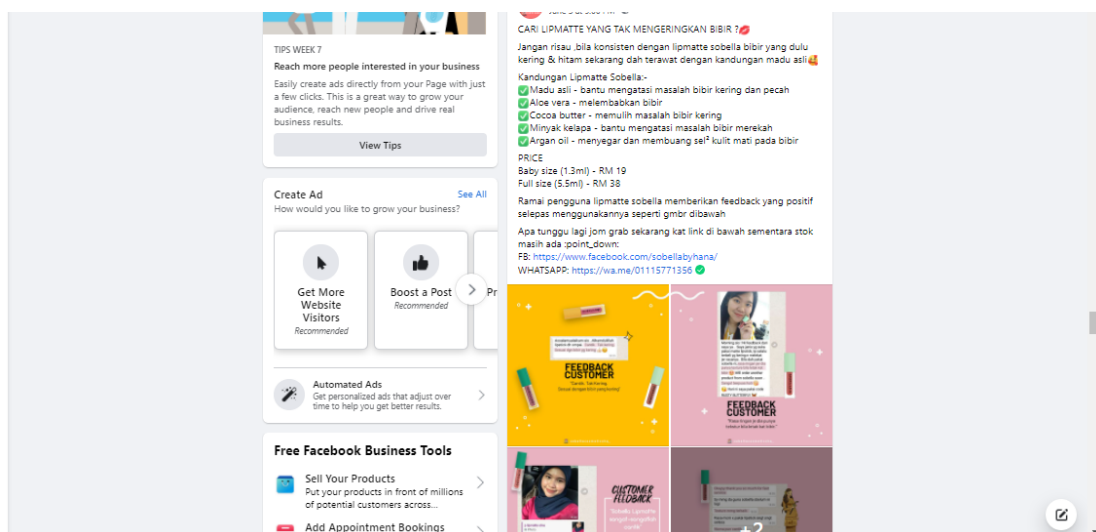


Figure 24: Hard Selling 2

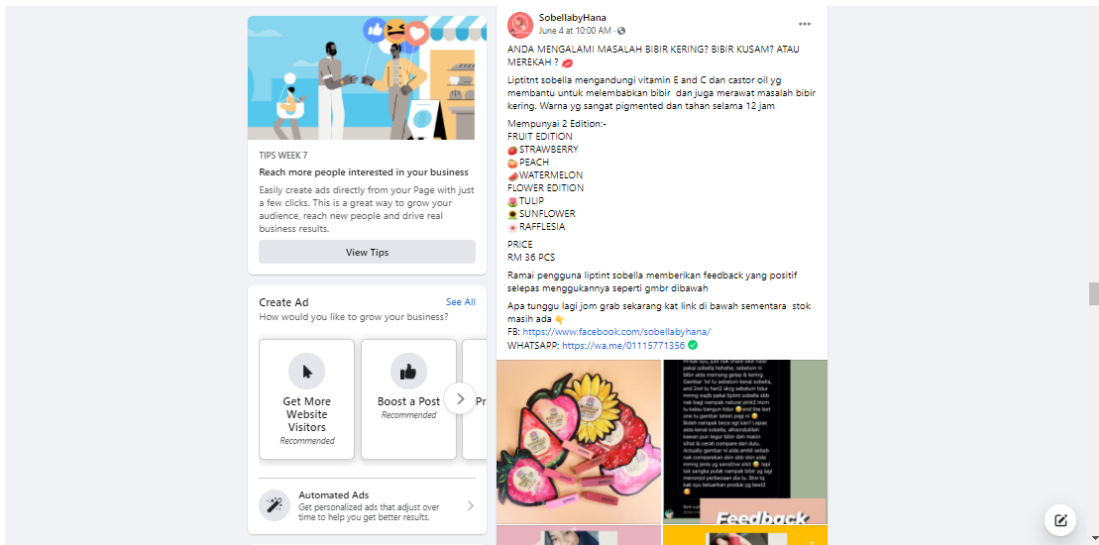


Figure 25: Hard Selling 3

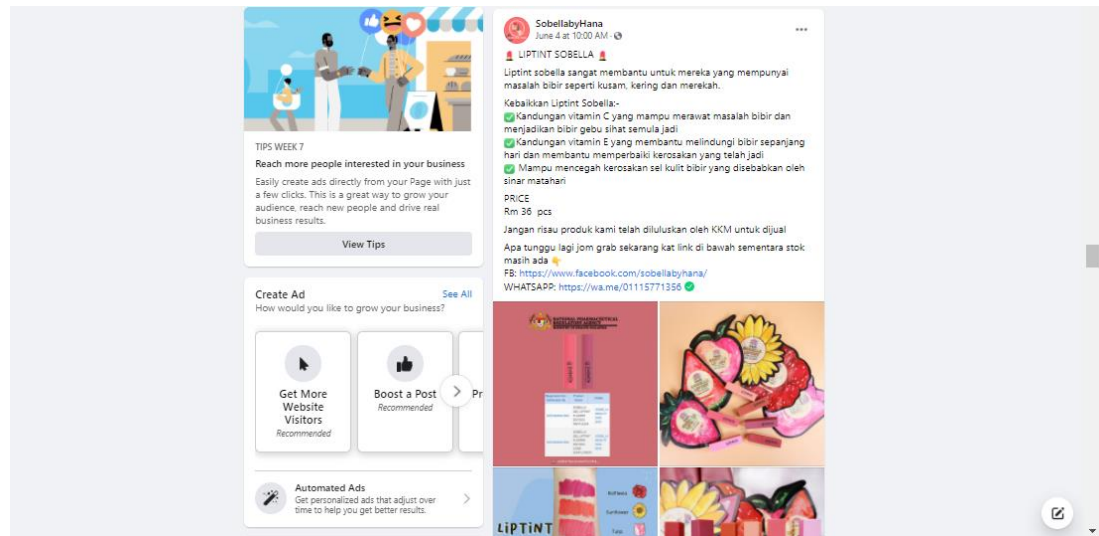


Figure 26: Hard Selling 4

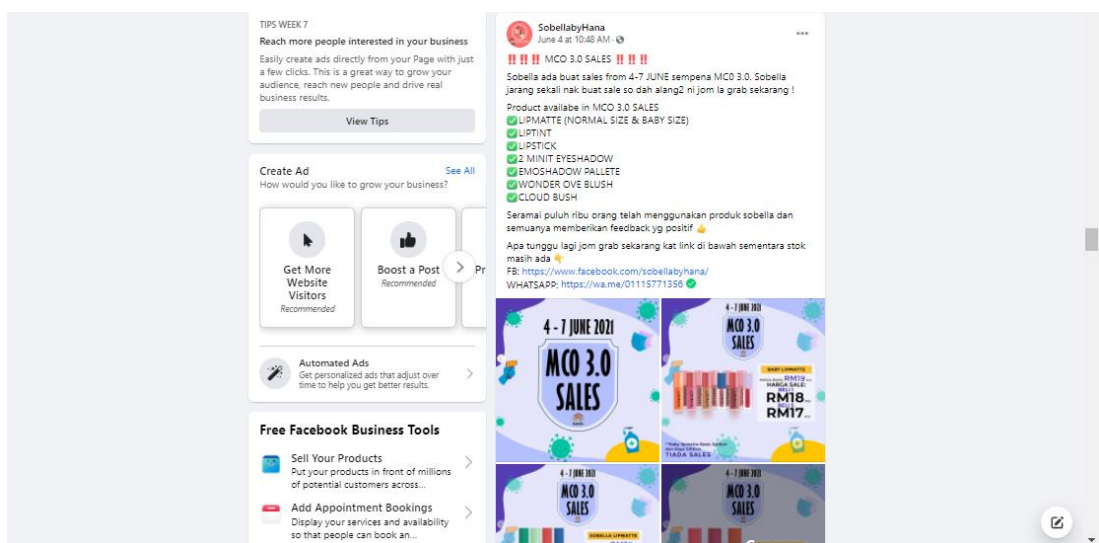


Figure 27: Hard Selling 5

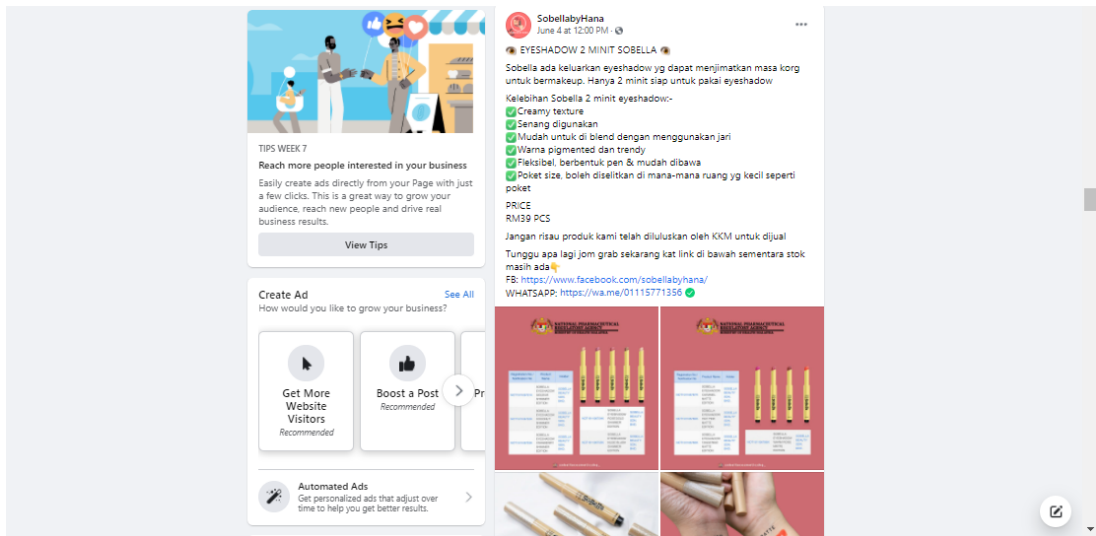


Figure 28: Hard Selling 6

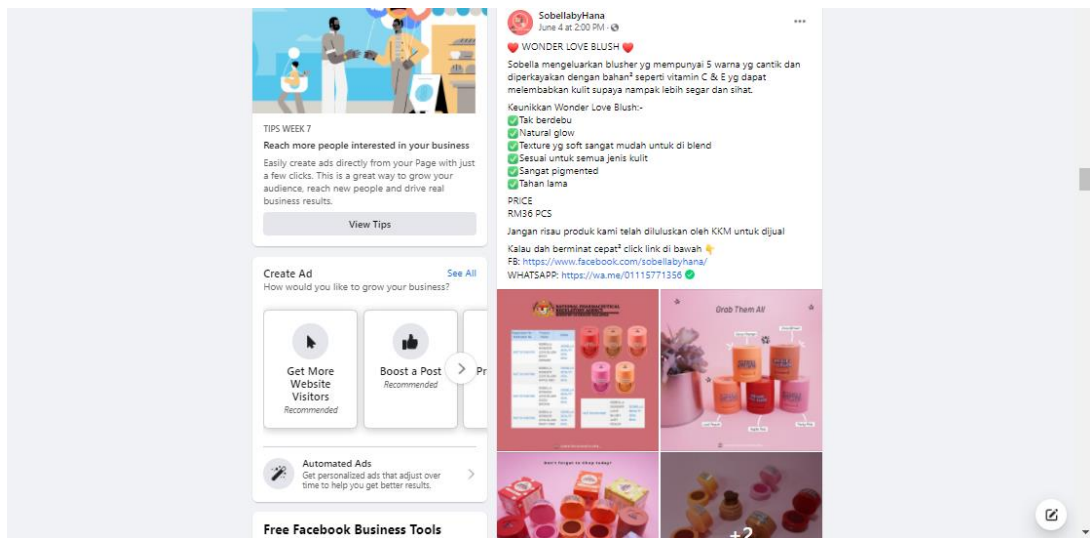


Figure 29: Hard Selling 7

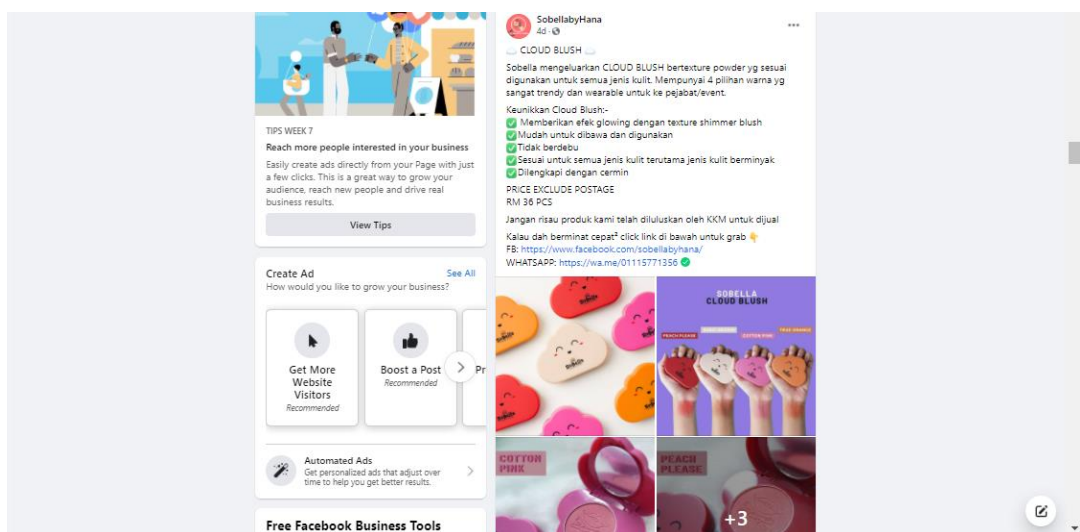


Figure 30: Hard Selling 8

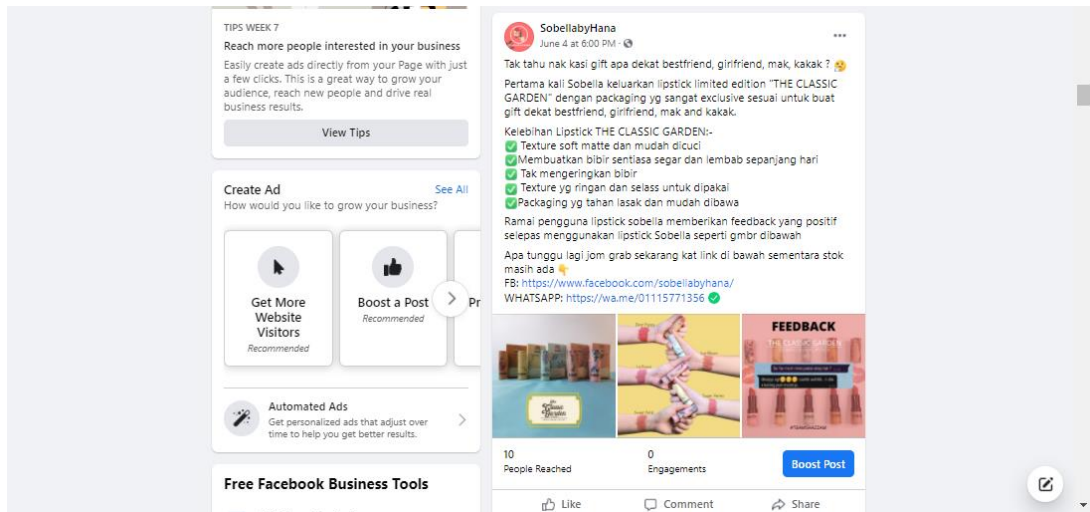


Figure 31: Hard Selling 9

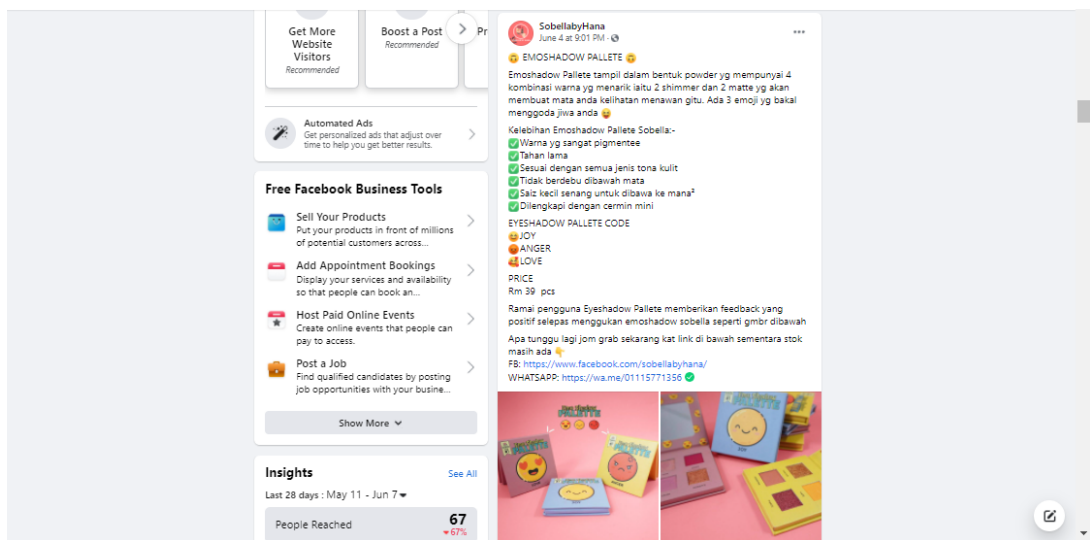


Figure 32: Hard Selling 10

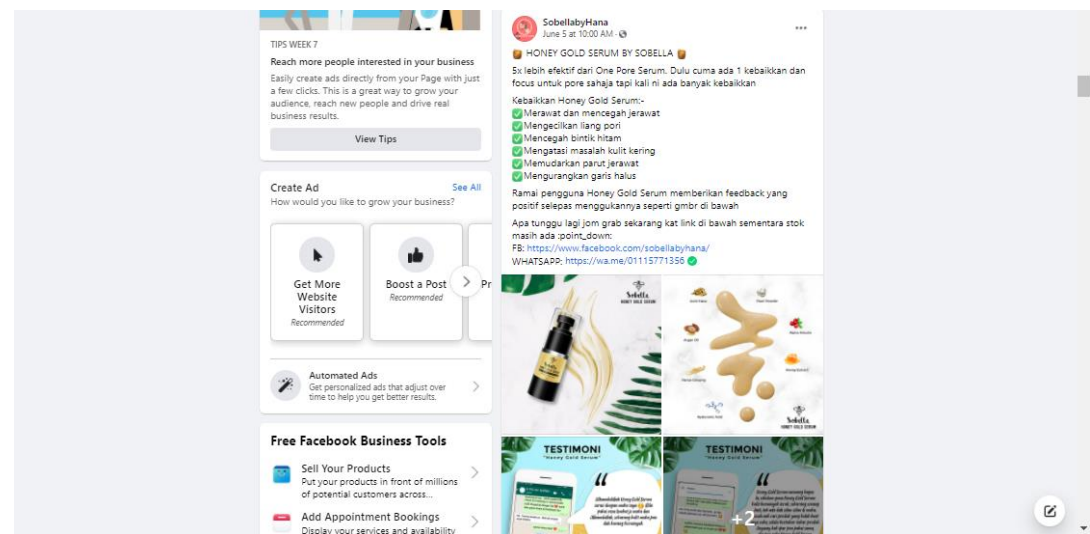


Figure 33: Hard Selling 11



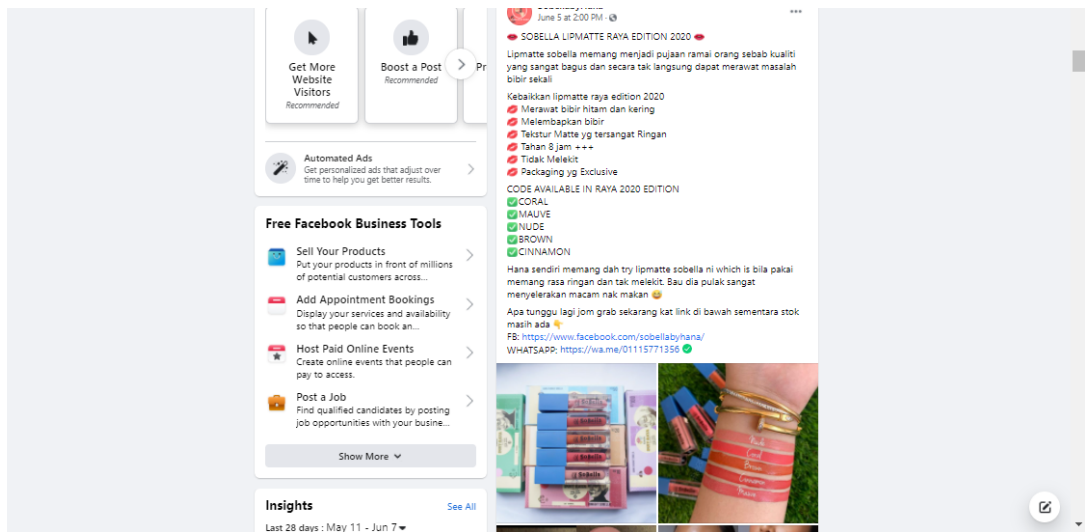


Figure 34: Hard Selling 12

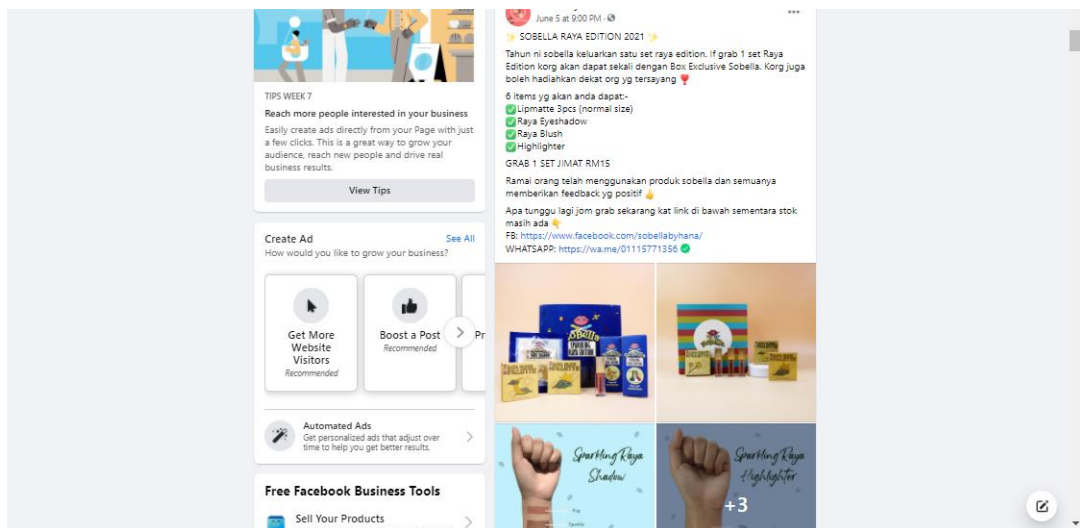


Figure 35: Hard Selling 13

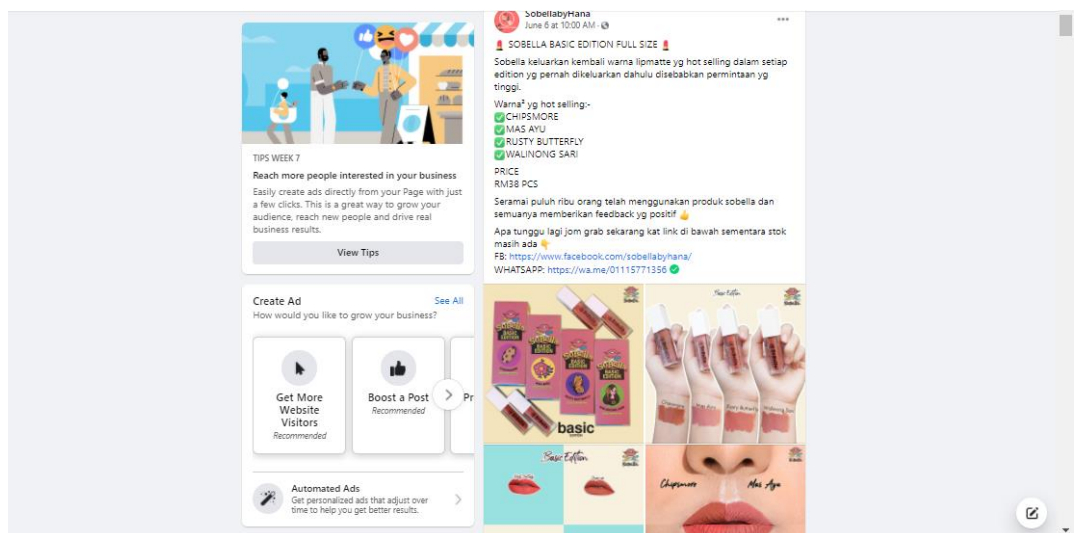


Figure 36: Hard Selling 14

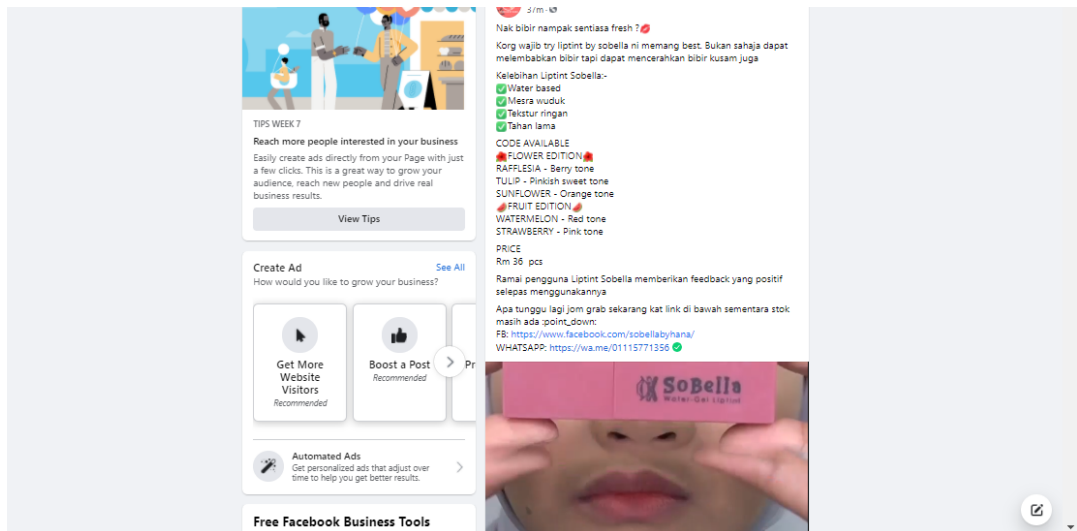


Figure 37: Hard Selling 15

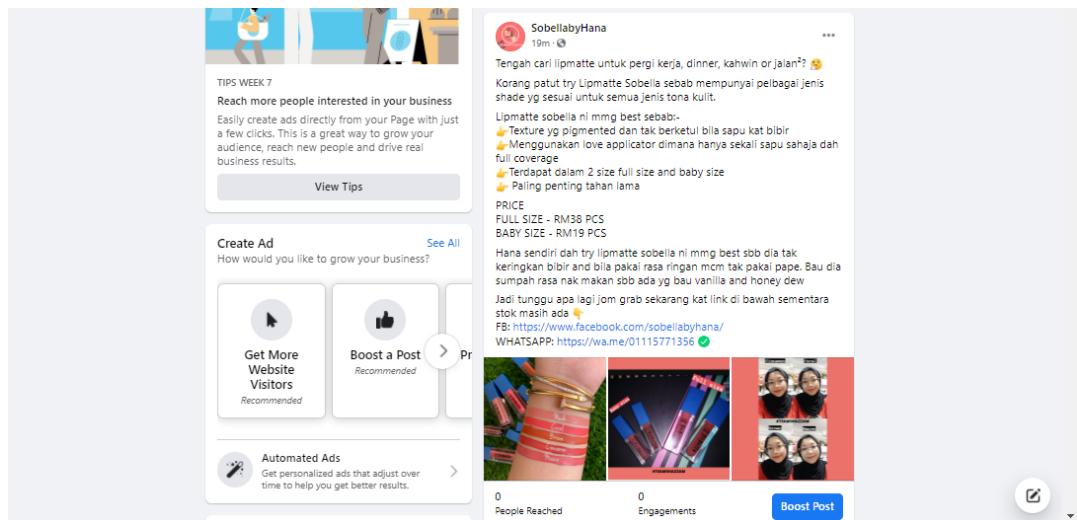
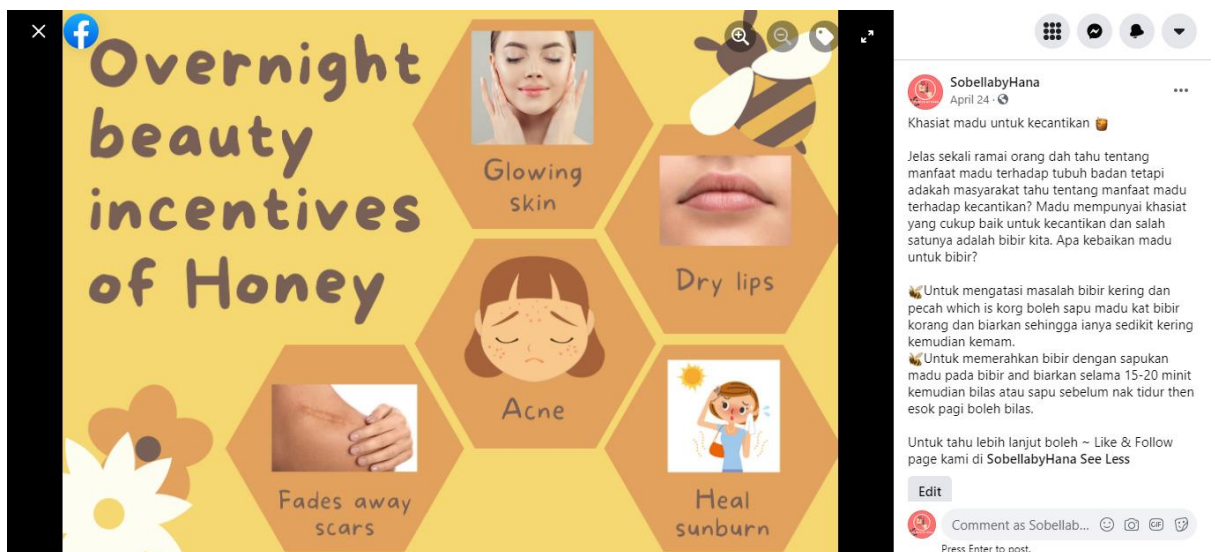


Figure 38: Hard Selling 16

### 3.5 Facebook (FB) Post – Soft Selling



3.1. Figure 39: Soft sell 1

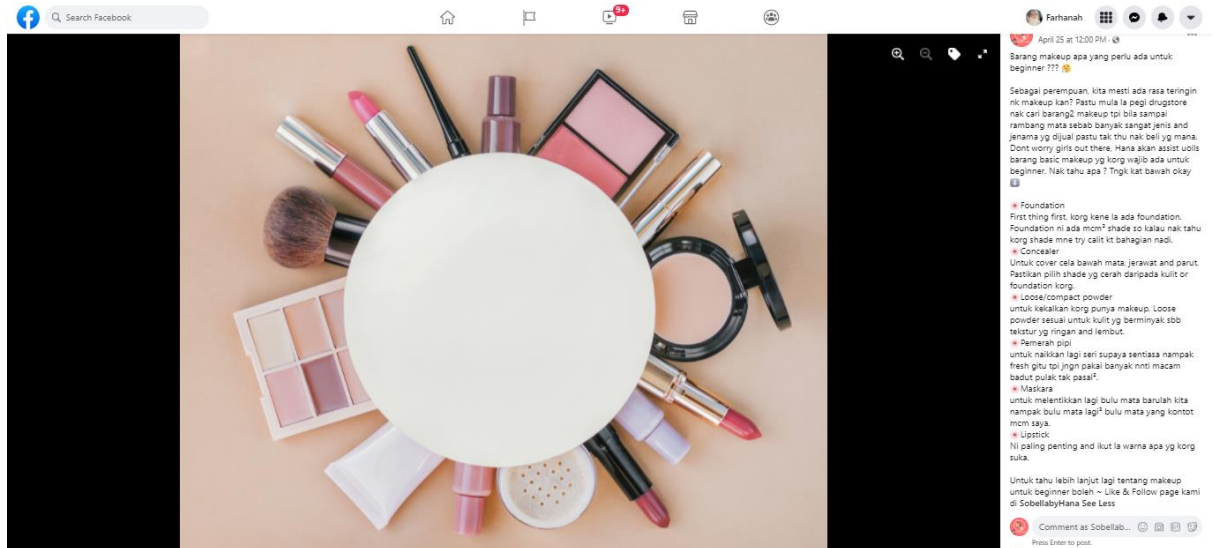


Figure 40: Soft Sell 2

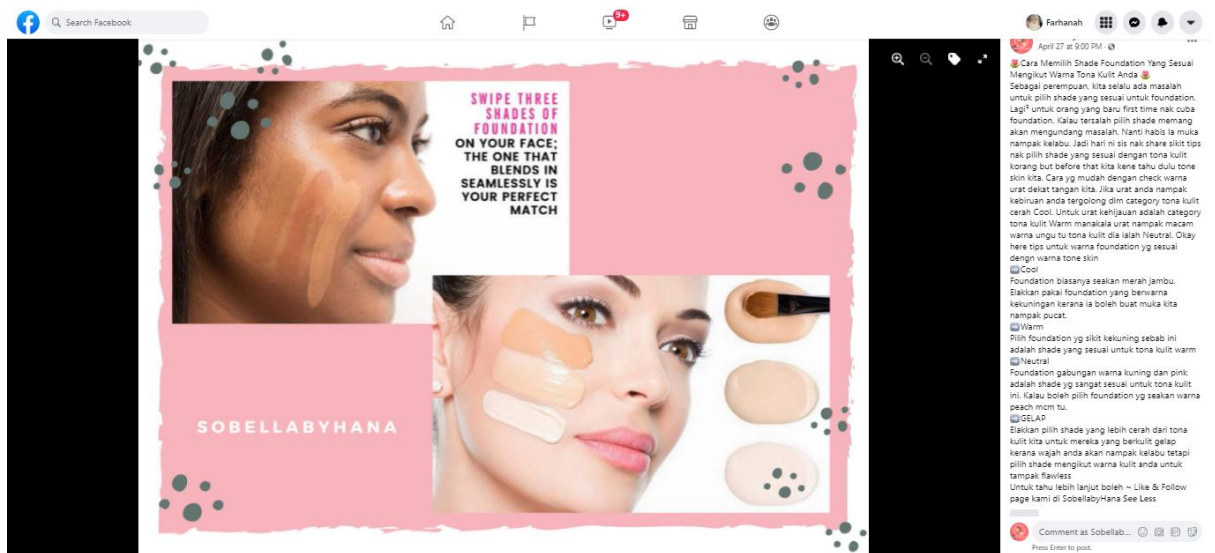


Figure 41: Soft Sell 3

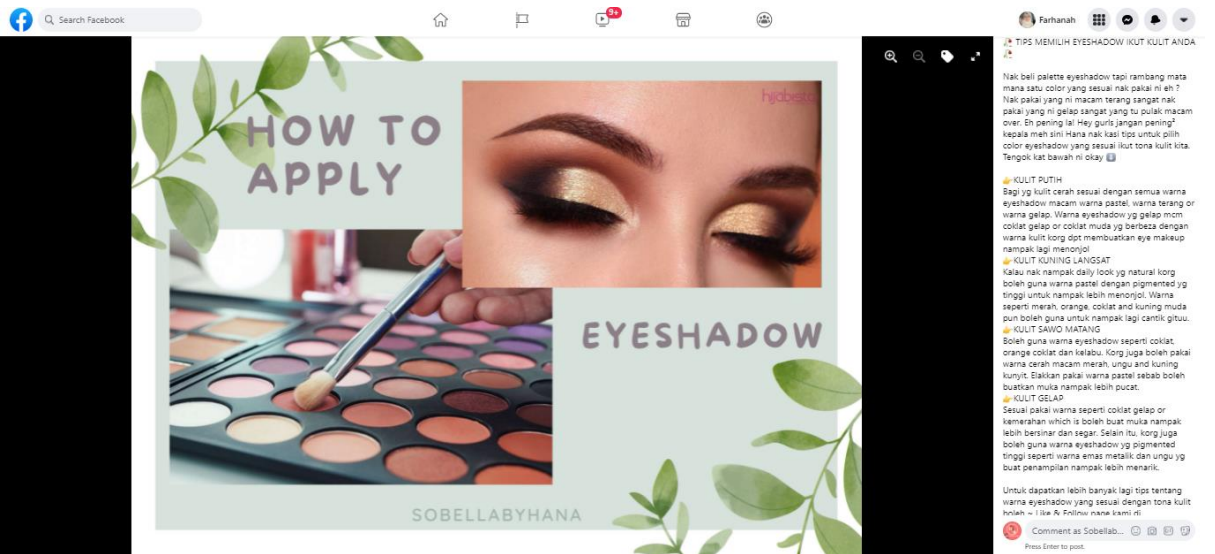


Figure 42: Soft Sell 4

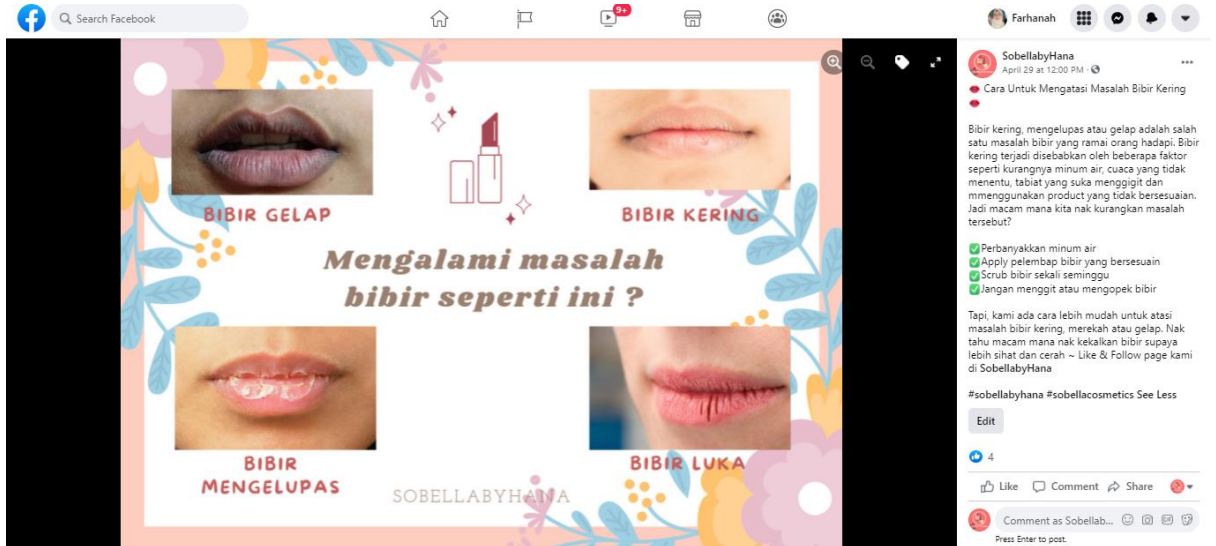


Figure 43: Soft Sell 5

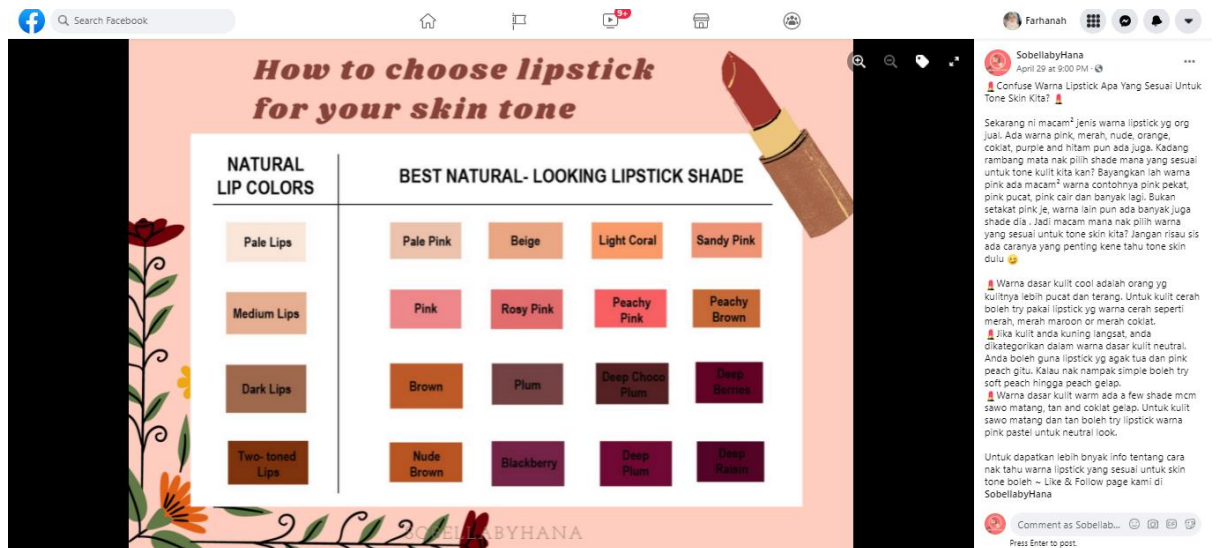


Figure 44: Soft Sell 6

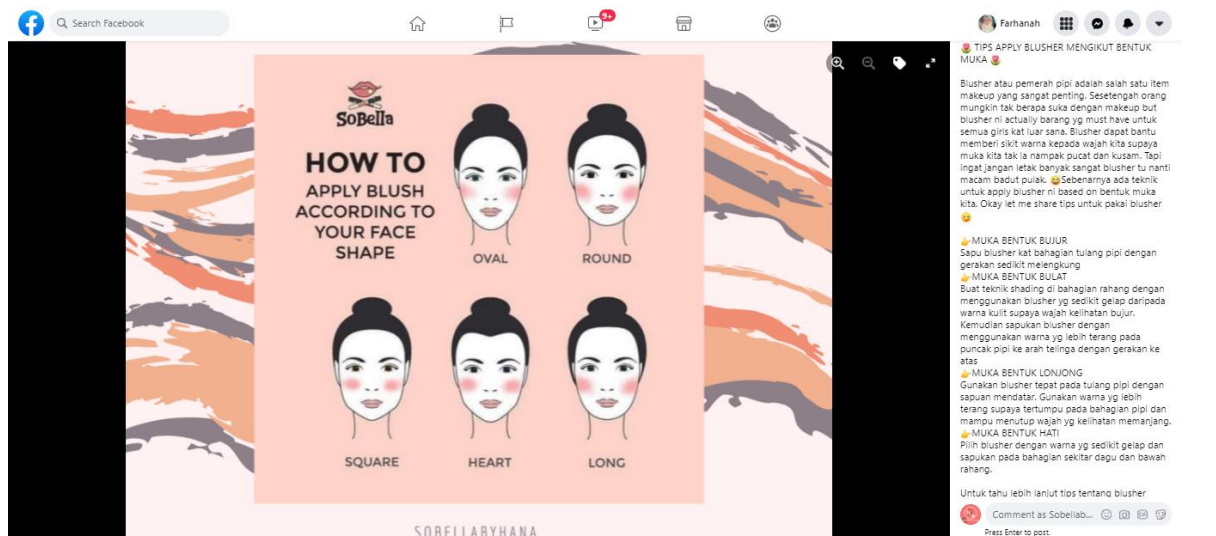


Figure 45: Soft Sell 7



Figure 46: Soft Sell 8



Figure 47: Soft Sell 9



Figure 48: Soft Sell 10



Figure 49: Soft Sell 11



Figure 50: Soft Sell 12



Figure 51: Soft Sell 13

**ANDA MEMPUNYAI MASALAH BIBIR KUSAM ATAU GELAP?**  
jangan risau kami ada penyelesaiannya

**SOBELLABYHANA**

**TIPS UNTUK MEMERAHKAN BIBIR**

Bibir adalah sebahagian daripada tubuh manusia yang mencerminkan imej dan personaliti seseorang, ianya juga adalah sebahagian aset penting bagi wanita kerana bibir juga mencerminkan kesihatan. Bibir yang kusam dan tidak bermaya sudah tentu akan menyebabkan wajah kelihatan lesu dan tidak bermaya. Jadi apa petua untuk memerahkan bibir? Berikut adalah tips-tips untuk penjagaan bibir supaya sentiasa kelihatan merah dan menawan

- ✓ Gunakan madu  
Sapu pada bibir hingga rata kemudian biarkan ianya meresap selama 15-20 minit. Kemudian bilas dengan air biasa atau suam. Buat sebanyak 3-4 kali seminggu
- ✓ Gunakan limau nipis  
Perahkan limau nipis sebanyak 2 atau 3 sudu kecil dan bercih bersama air suam. Sapukan pada bibir dan biarkan selama 10-15 minit kemudian bilas dengan air suam. Buat sebanyak 1-3 kali sehari
- ✓ Guna timun  
Hiris timun nipis-nipis dan letakkan pada bibir anda. Biarkan selama beberapa minit kemudian bilas dengan air.
- ✓ Gunakan avocado  
Kisarlah 50 gram buah avocado sehingga halus menjadi serbuk kemudian titiskan 2-3 minyak zaitun dan campurkan menjadi adunan. Sapukan adunan pada bibir dan biarkan selama 6 minit kemudian bilas. Lakukan sebelum tidur.

Tapi kami ada cara yang lebih mudah untuk memerahkan bibir anda. Untuk tahu lebih lanjut boleh - Like & Follow page kami di

Comment as Sobellab...  
Press Enter to post.

Figure 52: Soft Sell 14

**MANFAAT COCOA BUTTER UNTUK KULIT DAN BIBIR**

**SOBELLAYHANA**

Cocoa butter (lemak kakao) merupakan sejenis lemak yang berasal dari biji kakao atau cokolat. Cara mengolah biji kakao menjadi cocoa butter adalah dengan menggiling biji kakao kemudian dipanaskan untuk memisahkan lemak dari padatan kakao. Selain untuk membuat kuih atau tambahan produk makanan lain, cocoa butter juga sering dijadikan bahan pokok produk perawatan kulit. Cocoa butter memiliki banyak kandungan yang bermanfaat untuk kulit. Berikut ini beberapa kandungan dan manfaat cocoa butter untuk kulit anda.

- ✓ Menjaga kulit tetap lembap dan halus  
Lemak dalam cocoa butter membentuk pelindung untuk menahan kelembapan. Kandungan vitamin A, C, dan E juga dapat menjaga kelembapan kulit yang diperlukannya samaa kulit kering.
- ✓ Mengatasi bibir pecah-pecah  
Cocoa butter juga dapat melembapkan bibir anda sehingga mampu membantu mengatasi masalah bibir pecah dan kering.
- ✓ Krim untuk cukuran  
Menggunakan cocoa butter sebagai krim cukur rambut dapat melembutkan kulit anda, memudahkan proses bercukur serta tidak meninggalkan lintasi.

Untuk tahu lebih lanjut boleh - Like & Follow page kami di SobellabyHana See Less

Comment as Sobellab...  
Press Enter to post.

Figure 53: Soft Sell 15

**MACAM MANA NAK PASTIKAN LIPSTICK TAHAN LAMA BILA PAKAI?**

**SOBELLABYHANA**

**CARA PAKAI LIPSTICK SUPAYA KEKAL LAMA**

Mesti ramai wanita yang asyik mengeluh sebab lipstick selalu hilang bila pakai kant! Hal ini kerana rata-rata lipstick yang digunakan tidak tahan lama atau cepat pudar, malahan hilang. Kesah lipstick biasanya akan melekat di gelas, hilang setelah makan atau disebabkan anda kerap membasahi bibir. Jadi Hana bagi beberapa tips supaya lipstick tahan lebih lama.

- Gunakan lip scrub dan gosok perlahan-lahan untuk menanggalkan kulit yang mengelupas dan guna air suam untuk bilas.
- Setelah bibir menjadi halus, gunakan pelembab bibir dan biarkan beberapa saat hingga pelembab menyerap. Pemakaian pelembab atau lip balm sangat penting untuk mengunci kelembapan dan menghindari bibir pecah-pecah.
- Buat garis bibir dengan menggunakan lip liner berwarna nude, kemudian barulah disapu dengan lipstick yang menjadi kegemaran anda.
- Tekan perlahan bibir yang sudah disapu lipstick dengan menggunakan tisu, sapukan kembali lipstick dengan warna yang sama.
- Terakhir, sapukan bedak tabur warna transparent di permukaan bibir sebagai lapisan terakhir.

Untuk tahu lebih lanjut tentang cara nak kekal lipstick supaya tahan lama sewaktu pakai, boleh - Like & Follow page kami di See Less

Comment as Sobellab...  
Press Enter to post.

Figure 54: Soft Sell 16

### 3. 6 Frequency of Posting

Published	Post	Type	Targeting	Reach	Engagement	Promote
06/08/2021 3:55 PM	Tengah cari lipmatte untuk pergi kerja, dinner, kahwin or jalan? 🤔	Image	Public	21	0 2	Boost Post
06/08/2021 3:37 PM	Nak bibir nampak sentiasa fresh ? Korg wajib try liptint by sobella ni	Image	Public	19	2 2	Boost Post
06/06/2021 10:00 AM	SOBELLA BASIC EDITION FULL SIZE 📦 Sobella keluaran kembali	Image	Public	21	0 1	Boost Post
06/05/2021 9:00 PM	SOBELLA RAYA EDITION 2021 📦 Tahun ni sobella keluaran satu	Image	Public	15	0 0	Boost Post
06/05/2021 2:00 PM	SOBELLA LIPMATTE RAYA EDITION 2020 📦 Lipmatte sobella	Image	Public	14	0 0	Boost Post
06/05/2021 10:00 AM	HONEY GOLD SERUM BY SOBELLA 🍯 5x lebih efektif dari	Image	Public	11	0 0	Boost Post
06/04/2021 9:01 PM	EMOSHADOW PALLETTE 📦 Emoshadow Pallete tamg di dalam	Image	Public	16	1 1	Boost Post
06/04/2021 8:00 PM	Tak tahu nak kasi gift apa dekat bestfriend, girlfriend, mak, kakak ?	Image	Public	13	0 0	Boost Post
06/04/2021 4:01 PM	CLOUD BLUSH 📦 Sobella mengeluarkan CLOUD BLUSH	Image	Public	11	0 1	Boost Post
06/04/2021 2:00 PM	WONDER LOVE BLUSH 📦 Sobella mengeluarkan blusher yg	Image	Public	13	1 0	Boost Post

Figure 55: Frequency of Posting 1

Published	Post	Type	Targeting	Reach	Engagement	Promote
06/04/2021 12:00 PM	EYESHADOW 2 MINIT SOBELLA 📦 Sobella ada keluaran eyeshadow	Image	Public	23	0 1	Boost Post
06/04/2021 10:48 AM	!!!! MCO 3.0 SALES !!!! Sobella ada buat sales from 4-7 JUNE sempena	Image	Public	18	0 1	Boost Post
06/04/2021 10:00 AM	LIPINT SOBELLA 📦 Liptint sobella sangat membantu untuk	Image	Public	16	0 2	Boost Post
06/04/2021 10:00 AM	ANDA MENGALAMI MASALAH BIBIR KERING? BIBIR KUSAM?	Image	Public	16	1 1	Boost Post
06/03/2021 6:00 PM	CARI LIPMATTE YANG TAK MENGERINGKAN BIBIR ?	Image	Public	15	1 0	Boost Post
06/03/2021 9:00 PM	LIPMATTE SOBELLA 📦 Sobella sentiasa keluaran warna² lipmatte	Image	Public	14	2 0	Boost Post
05/17/2021 4:00 PM	CARA PAKAI LIPSTICK SUPAYA KEKAL LAMA 📦 Mesti ramai wanita	Image	Public	14	1 3	Boost Post
05/17/2021 4:02 PM	MANFAAT COCOA BUTTER UNTUK KULIT DAN BIBIR 📦 Cocoa	Image	Public	10	0 1	Boost Post
05/04/2021 6:00 PM	TIPS UNTUK MEMERAHKAN BIBIR 📦 Bibir adalah sebahagian	Image	Public	27	1 6	Boost Post
05/04/2021 12:00 PM	TIPS UNTUK MEMAKAI LIPMATTE DENGAN CARA YANG	Image	Public	23	1 4	Boost Post
05/03/2021 6:00 PM	KELEBIHAN MEMAKAI LIPTINT 📦 Liptint boleh menjadi salah satu	Image	Public	27	1 5	Boost Post

Figure 55: Frequency of Posting 2





Figure 55: Frequency of Posting 3



Figure 55: Frequency of Posting 4

#### 4.0 Conclusion

In conclusion, I believe that this subject Principles of Entrepreneurship (ENT530) is essential for students to learn in university because it taught me how to create and manage a Facebook business.

This assignment showed that social media is a critical platform for everyone who wants to begin performing business marketing. I frequently do not use Facebook to promote products because I use Instagram, but Facebook has taught me many things when I make a posting on a Facebook page. I can see how many people can reach my post and that makes it more interesting to post every day. Other than that, I also can schedule my posting where I do not have to open Facebook every day but just make scheduled posting and it will be an automated post on your wall. So, it will be easier for me.

Furthermore, this subject is very important because it taught me how to conduct business in a way that allows me to develop my skills and knowledge so that I may come up with my business ideas. At the same time, it motivates me to get entrepreneurial experience by starting my own little business at such a young age.

Lastly, social media platforms are very useful and important to promote our business because here we can get a lot of customers either we know or may not at any different age. As we know, nowadays everything is at your fingertips, just click and you are done. So, I hope this social media platform will help me and other entrepreneurs to gain more customers and at the same time can grow our business in the future.



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Course Name : PRINCIPLE OF ENTREPRENEURSHIP  
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Assignment/ Project No. : 1 Due Date : 25/6/2021 Submission Date : 22/6/2021  
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Assignment/ Project Title : SOCIAL MEDIA PORTFOLIO  
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I hereby declare that the work in this assignment/ project was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This assignment/ project has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I acknowledge that I have been supplied with the Academic Rules and Regulations for Universiti Teknologi MARA's Diploma/ Bachelor Degree/ Master's Degree students, regulating the conduct of my study and exams.

I hereby declare that this assignment/ project is written by me and:

- i. is a result of my own work;
- ii. has not been used for another assessment at another department/ university/ university college in Malaysia or another country;
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- iv. mentions explicitly all sources of information in the reference list; and
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I am aware that disciplinary action (which may include the deduction of marks in the assignment/ project) **will be taken against me if I am found to be an offender.**

22/6/2021

Date

*FARHANAH*

Student's Signature