



اَبُو سَيِّدِي تَيَكُونُو لَوِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN
SELANGOR KAMPUS PUNCAK ALAM



SOCIAL MEDIA PORTFOLIO

NETFLIX MURAH BY AMA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME: FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) TRANSPORT

SEMESTER: 3

NAME: AMALIA NADIAH BINTI AHMAD SUFFIAN

STUDENT ID: 2020837076

CLASS: ENT530N

LECTURER: MADAM NADIAH MAISARAH BINTI ABDUL GHANI

ACKNOWLEDGEMENT

Assalamualaikum w.b.t, I am Amalia Nadiah binti Ahmad Suffian from class ENT530N of Principles of Entrepreneurship (ENT530) subject, Faculty of Business Management. First and foremost, I would like to express my outmost gratitude to Allah S.W.T, the Almighty, as I managed to complete my social media portfolio report successfully. This report is one of the assessment requirements for the subject Principles of Entrepreneurship (ENT530) which had been done with my own strength and effort, the completion of this assignment could not have done without the assistance of many people that helped me a lot. Their support and assistance are sincerely appreciated and acknowledged.

Secondly, I would like to express my gratitude for the guidance of this assignment to our lecturer, Madam Nadiah Maisarah binti Abdul Ghani. Her support and assistance have given the biggest contribution to the completion of this assignment has helped me to gather all necessary information for making this report. Without her commitment and dedication, this report would not have been materialized.

Moreover, I would like to give my deepest gratitude to both of my lovely parents who has supported me to complete this portfolio in time with all their love and support. They also helped me to promote my business to all my family members and to their friends as well and giving me a lot of encouragement and suggestion to improve my portfolio report.

Lastly, I would like to thank all my friends and many people for their encouragements, constructive suggestions and their full of support in the completion of report from the beginning of semester until the end. They will always inform me the important information that I missed during these online distance learning (ODL). They make it easy for me to catch up all the information and studies related to this subject.

EXECUTIVE SUMMARY

Netflix Murah by Ama provide a service where we are the cheapest and easiest platform for the customers that want to subscribe to Netflix. Our business offers affordable prices for our customers by giving a different low range of prices for each Netflix premium account based on the customers' budgets. People of all ages would enjoy watching Netflix with their family especially during the lockdown in the pandemic nowadays which therefore included in the target market. Netflix Murah by Ama provide a few packages for both shared account and private account which is called Platinum Premium and Prime Premium accounts. The Netflix premium accounts provided by Netflix Murah by Ama are not only affordable in price, but it is also less hassle for the customers to subscribe as the customers did not need to use their debit or credit card. They only need to pay us and we will process their Netflix accounts immediately within minutes.

Netflix Murah by Ama owned and worked by Amalia Nadiyah binti Ahmad Suffian. Our business used Facebook Page as a platform for us to attract online customers and generate more sales from online platform. Teaser posts, soft sell and hard sell are included on Netflix Murah By Ama Facebook Page to promote our services to our customers and Facebook page followers.

After we had registered on E-Commerce Application, Netflix Murah by Ama began to operate the business on 14th April 2021. Netflix Murah by Ama not only focused on any specific are for the target market as our customers could be from anywhere because they will be searching a platform with affordable price to subscribe official Netflix. This is in line with our market strategy that is used by Netflix Murah by Ama where we have the list of Netflix accounts for an affordable price, we also do promotion during special occasion and celebration. Our strategy will attract more customers to make use of the services that we provided so that it will meet their needs and wants.

TABLE OF CONTENT

ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2
TABLE OF CONTENT	3
1.0 BUSINESS REGISTRATION (E-COMMERCE).....	4
1.1 Personal Profile	4
1.2 Business Profile.....	5
2.0 INTRODUCTION OF BUSINESS	6
2.1 Name and Address of Business	6-7
2.2 Organizational Chart	8
2.3 Mission and Vision.....	9
2.4 Descriptions of Services.....	10
2.5 Price List	11
3.0 FACEBOOK (FB)	12
3.1 Facebook Page.....	12
3.2 Custom URL Facebook Page	12
3.3 Facebook (FB) Post – Teaser	13
3.4 Facebook (FB) Post – Copywriting (Hard Sell).....	14-15
3.5 Facebook (FB) Post – Copywriting (Soft Sell).....	16-17
3.6 Frequency of Posting.....	18
3.7 Sales Report.....	19-20
4.0 CONCLUSION	21
5.0 APPENDICES	22-23

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

The name “Netflix Murah by Ama” was came up in my mind because the meaning of “Netflix Murah” itself described that I would sell affordable price of official Netflix and with the combination of my nickname which is Ama as I want my customers to recognize my name. The reason that I selected and called my business as “Netflix Murah by Ama” is that I want to make it easier for my customers to identify and search for my business on Facebook. As for the business motto which is “The Cheaper, The Better” shows that our Netflix premium accounts are worth to buy if the customers are searching for the most affordable price to subscribe Netflix. Meanwhile for the target market, Netflix Murah by Ama is targeting for all teenagers and above within the range of 15 – 55 years old as people will enjoy watching Netflix with their families at all ages especially during the lockdown in this pandemic.



Figure 1.3 Official logo for Netflix
by Ama business

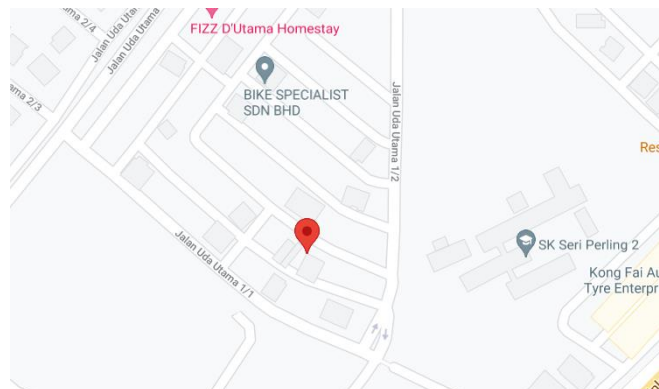


Figure 1.4 Business location of Netflix Murah
by Ama