



اُيُتُوْزُ سَيِّدِي تِي كُوْلُوْ كِي مَنَادَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS

SUBJECT:

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

TITLE:

SOCIAL MEDIA PORTFOLIO

CLASS:

ENT530S

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SESSION

MAC - AUGUST 2021

DATE OF SUBMISSION:

25 JUN 2021

ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah SWT, the Almighty, for His showers of blessing throughout my individual assignment report; social media portfolio and complete the report successfully.

Next, a big thank I address to my lecturer Madam Nadia Maisarah because without her guide, my project cannot be done properly like this. She always gives me supports and guide to me on how to do my assignment in purpose to produce a good outcome for the assignment that I been doing.

On the other hand, big thank also I address to my parent, Saimran bin Suratman and Arzianah binti Ahman, they always support me through mental and cost for the assignment. They also help to promote my business to their friends and help giving ideas on what promotion will attract the customer.

EXECUTIVE SUMMARY

Bougas Beauty Nieswww is the agent for Bougas Beauty Brand Company, which offers the same like the headquarters provide. Bougas Beauty skincare is one of the Malaysia products approved by HALAL and dermatologist tested, and established by Erni Bougas, the founder of the Bougas Beauty.

Bougas Beauty clients identifying most Malaysian, especially female who is struggle and want to improve and repair their skin barrier in order to get a healthy and moisture skin but they could not make decision because there are a lot of skincare product either local or international out there. Bougas Beauty skincare is suitable for all range of age but not for baby and children who still in elementary school.

Across Shah Alam particularly the Bougas Beauty business is started on April 2021. Shah Alam is the area of the most of the young adults and adults lived because it located UiTM Shah Alam, many neighbourhood such as Seksyen 7, other private university and others. The young adults, especially students who are love to take care of their skin and like to freshen up, will find it really useful because it is nearby and easy to buy because we are using online platform such as *Facebook*. At first, we are not that active in online platform because we really like to meet customer by COD but because of COVID-19 Pandemic, we put our focus on these online platform to prevent from close contact

There are 6 product under Bougas Beauty skincare; Bougas Advanced Serum, Bougas Facial Cleanser, Bougas Face Scrub, Bougas All Day Moisturizer, Bougas Sunscreen and Bougas Rejuvenating Toner. It is highly preferred by most Malaysian because of its ingredients that mainly focus on hydration, irritation and pigmentation which really suitable for Malaysian as we know Malaysia has a dry and warm climate. We always put the best quality in our products and services, and affordable price for our customer. By that, the customer will stay loyal to us and make us their number one choices.

Bougas Beauty Nieswww management consist only three workers which are my two little brothers and me; I as a leader, my first little brother who is Arfa as delivery guy and my second little brother who is Hazim as a sealer. I already create a *Facebook* page, Nieswww, in order to expand my business. On *Facebook* page, I post teaser, softsell and hardsell for my products. Using the *Facebook* page, I promoted my business and get customers that want to buy product and get my services.

TABLE OF CONTENTS

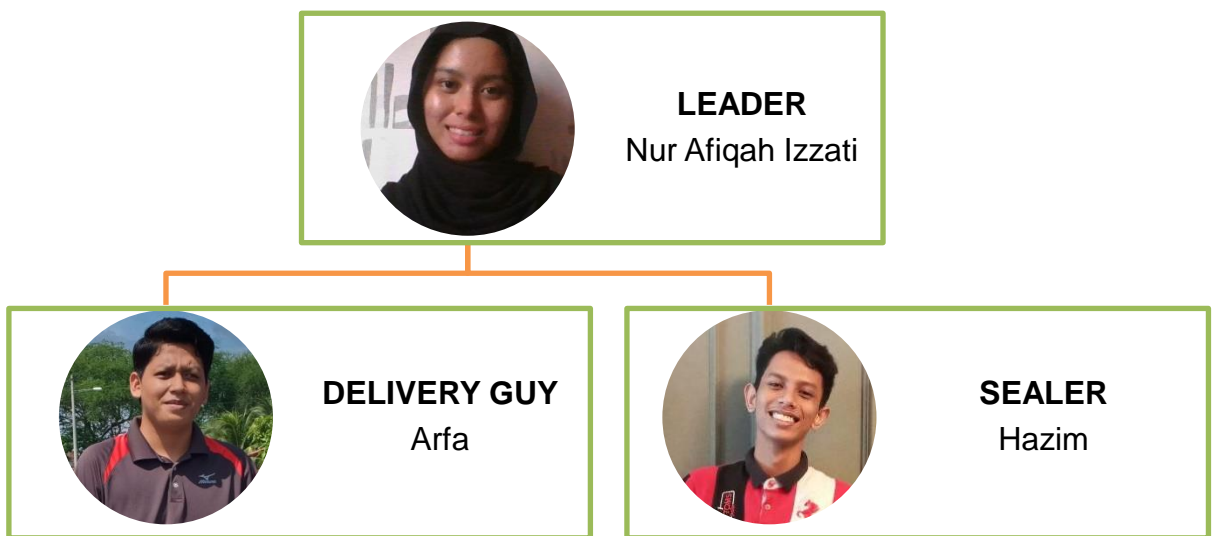
CONTENTS	PAGE
Acknowledgement	2
Executive Summary	3
Table of contents	4
i- Go-Ecommerce registration	5
ii- Introduction of business	
• Name and address of business	6
• Organizational chart	6
• Mission/vision	6
• Description of products/services	7-9
• Price list	10
iii- Facebook (FB)	
• Creating Facebook (FB) page	11
• Customing URL Facebook (FB) page	11
• Facebook (FB) post – Teaser	12-15
• Facebook (FB) post – Copywriting (Soft Sell)	15-25
• Facebook (FB) post – Copywriting (Hard Sell)	25-33
• Page Insights	33
iv- Conclusion	34

ii. INTRODUCTION OF BUSINESS

- Name and address of business

My business name is Bougas Beauty Nieswww and my business address is in Jalan Plumbum R7/R, Seksyen 7 40000 Shah Alam, Selangor, Malaysia.

- Organizational chart



- Mission / vision

Bougas Beauty Niesww's mission is to put the best quality in our products and services, and affordable price for our customer and our vision is to be the number one in our customer choices and to get to attract international buyer as much as we can.