



اَوْنِبُوْ سَيِّتِيْ تَيْكُونُو لَوِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PUNCAK PERDANA, SHAH ALAM**

**BACHELOR OF INFORMATION SCIENCE (HONS) INFORMATION
SYSTEM MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

**INDIVIDUAL ASSIGNMENT:
SOCIAL MEDIA PORTFOLIO**

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I also want to show my gratitude to my parents as they were the one who support me the most during this time in completing my assignment. They give me full support on what I want to do for this assignment and that help me a lot.

Executive Summary

Love Crochet is a new proprietorship that operated in Malaysia. The name of the company is obtained from the product that we sold which is the crocheting products.

Our company sells the materials for the crocheting such as yarn and hook. We also sell ready-made of the crocheting product. We open this company because there are not many companies that sells this kind of item, so we like to challenge ourself in this industry whether it can bring profit and make an income for the company. We also like to see the reaction of the people whether this product can be accepted by them and make them take interest toward this product.

Our target market can be various kind of people as the product that we sold can be used and wear from a baby to an adult. So, our range of target market is quite large. We also target oriented-family as they can wear our product with matching design and color. We also make some offer to some of our product to attract new customer in surveying and buying our product.

We hope that our product can attract more new customers so that this product can be known by other people and spread to other countries. We also hope that our product can be one of the favorite products that the Malaysians like to use.

TABLE OF CONTENTS

	Acknowledgement	i
	Executive Summary	ii
1.0	Go- Ecommerce Registration	1
2.0	Introduction of Business	
2.1	Name and Address Business	2
2.2	Organizational Chart	2
2.3	Mission and Vision	3
2.4	Descriptions of the Product	3
2.5	Price List	3
3.0	Facebook (FB)	
3.1	Facebook (FB) Page	4
3.2	URL Facebook (FB) Page	5
3.3	Facebook (FB) Post	
3.3.1	Teaser	5
3.3.2	Copywriting (Hard Sell)	7
3.3.3	Copywriting (Soft Sell)	11
3.3.4	Graphics	16
4.0	Conclusion	19

2.0 Introduction of Business

2.1 Name and Address Business

Name of the Company	Love Crochet
Address of the Business	https://www.facebook.com/Love-Crochet-105616108326385
Telephone Number	019-7725513
Form of Business	Sole proprietorship
Main Activities	Selling yarn, hook and handcrafts product
Product Distribution	Online sales
Date of Registration	20 March 2021
Date of Commencement	5 April 2021
Social Media Page	https://www.facebook.com/Love-Crochet-105616108326385

2.2 Organizational Chart

This business is operated by one person only and he/she oversee all of the production made by the workers in the organization.

Sole Owner of Business:



Nurin Syazana Binti Soleh