



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO: [THEFLEEKY.CO](https://thefleeky.co)

PREPARED BY:

MUHAMMAD HARIZ HAZMAN BIN HASBULLAH

(2020108083)

GROUP:

BA2323A

LECTURER:

DR SYUKRINA ALINI MAT ALI

ACKNOWLEDGEMENT

I give Allah SWT praise and thanks for the blessings that have come my way while I worked to complete this social media portfolio. Dr. Syukrina deserves special recognition for her help in producing this portfolio and for teaching me this Principles of Entrepreneurship class for the full semester. I'd want to thank Dr. Syukrina, my lecturer, for leading me through the process of starting and maintaining an internet business and for giving me the opportunity to fulfil this work.

Next, I'd want to thank my family and friends for their support, encouragement, and help in making this online business a success from the beginning to the end of the evaluation.

Finally, I would like to express my gratitude to University Technology Mara (UiTM) for include this course in their curriculum. It helps me to greatly broaden my knowledge. I'd want to express my gratitude to everyone who helped me through this evaluation, whether directly or indirectly, till I was able to complete it successfully.

EXECUTIVE SUMMARY

Thefleeky.co is an upscale online gift box business that offers a unique selection of gifts in an artistic and unique environment. Thefleeky.co will provide a custom basket option, allowing customers to choose their own present. Thefleeky.co focuses on creating distinct occasion-based gift boxes from a large selection of high-quality items.

Thefleeky.co will sell to both individuals and businesses. Individuals will first produce the majority of its revenue through word-of-mouth referrals, but as time goes on, businesses will become a larger share of sales. Customers can be categorised based on whether they're presenting the giftbox to business associates, friends, family, or networking contacts. The store has a large selection of hard-to-find and unique gift options for people of all ages.

Customers can explore basic gift boxes by "event" category in a range of price points through Thefleeky.co's social media platforms, which include Facebook and WhatsApp. Customers can choose, buy, and pay for their gift box on Facebook or by phoning the number clearly advertised on the website.

Thefleeky.co distinguishes itself by focusing on distinctive giftboxes, selling them inexpensively, and delivering services with a uniquely personal touch for both buyers and receivers, encouraging repeat business and recommendations. Gift wrapping is also offered in a variety of styles. We provide gorgeous and elegant present packaging alternatives to fit any taste and budget, from budget-friendly gift wrapping to high-end gift boxes.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY.....	3
1.0 Go-Ecommerce Registration.....	5
2.0 Introduction of Business.....	6
2.1 Name and Address of Business.....	6
2.2 Organizational Chart	7
2.3 Vision of the Business.....	7
2.4 Description of Products and Service.....	8
2.5 Price List of MyBeskuki	9
3.0 Facebook (FB).....	10
3.1 Creating Facebook Page.....	10
3.2 Customing URL Facebook (FB) page	11
3.3 Facebook (FB) Post – Teaser.....	11
3.4 Facebook (FB) post – Frequency of Posting	15
3.5 Facebook (FB) post – Copywriting (Hard sell).....	18
3.6 Facebook (FB) post – Copywriting (Soft sell)	19
4.0 Conclusion.....	22
5.0 Student’s Pledge	23

2.0 Introduction of Business

2.1 Name and Address of Business

The business name is known as Thefleeky.co. The reason why Thefleeky.co is selected for this giftbox brand's name because the business wants to show that it has the best giftbox that customer can have. As we know, we provide the unique giftbox that can satisfy our customers.

The company's address is D2, Jalan 4, Taman Berkat. Since the business is still new in the industry, I was required to work from home since all the process is run here. As a result, I decided to launch my business from the comfort of my own home.



Thefleeky.co's logo



Thefleeky.co's location