



اَوْنِوَرَسِيَّتِي تَتِيكُونُو لَوِ كِي مَارَا
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MARA

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

SOCIAL MEDIA PORTFOLIO

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ACKNOWLEDGEMENT

I, Nur Hidayah Binti Mohd Akil would like to express my gratitude toward our lecturer, Dr. Syukrina Alini Mat Ali for her guidance throughout this project. She was very big help tonus and thank her greatly for her patience and wisdom in guiding us.

To my classmates, I also wanted to thank them for being generous in sharing their knowledge on entrepreneurship in Social Media Portfolio. During the three months, I have learned a lot about doing business online and that is not an easy journey to become a good and successful businessman. All downs in business can only be overcome with perseverance and the ups can be achieved through hard work.

Through these problems, I managed to become more organize and maturity in dealing with problems that occurred during my business. This report covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell, and creating teaser to attract the customers.

Finally, I once again show my gratitude to all parties who both have directly and indirectly contributed to the successfulness of this social media project.

EXECUTIVE SUMMARY

NekoNeko Lover provides an adoption services with an affordable price for the people who willingly to adopt our cats by taking good care of the cats' well-being. Our services offer affordable services to the customers. In addition, we prefer that our customers to personally come to our home address for them to meet and pick up the cat that they chose.

Our target audience is an individual or a group of people who are looking for loveable and cute cats at low cost and need options with different types of cats for them to choose to meet their preferences. NekoNeko Lover also targeting people who is about to start taking care of cats and in need of ideas on how to take care of the cats' well-being.

After registered in Go-Ecommerce, our business began to run on July 2021. We do not target any specific area because our customers can be anywhere if they are seeking for a cat adoption. Our services can be discussing online, and we do not require to have a face-to-face discussion if it is inconvenient for them.

The marketing strategy that is used by NekoNeko Lover is the lists price that is provided the different types of cats. Whatever guarantee their satisfaction, negotiation on the discounts is acceptable. This strategy will attract the customers' attention as we do value their needs and wants.

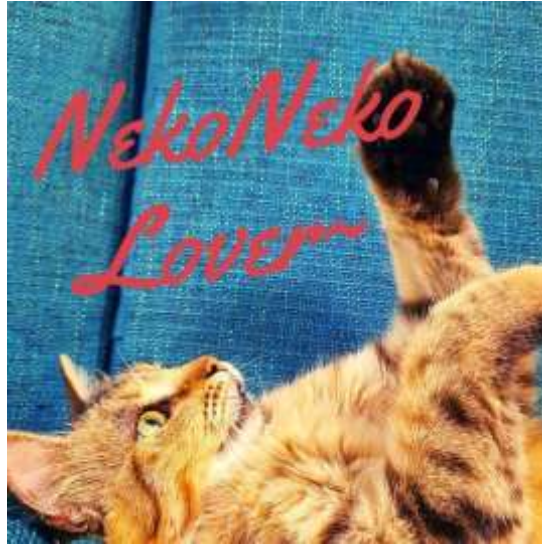
Thus, NekoNeko Lover owned and work by Nur Hidayah Binti Mohd Akil with two others workers and one mascot. Our business use Facebook page as a platform for us to attract online customers, gain more awareness, and generate more sales at once. We will promote NekoNeko Lover by doing teaser post, hard sell, and soft sell as our sale postings on Facebook to promote our adoption services.

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Introduction of Business

Name and Address of Business



The name of NekoNeko Lover can be described as a cat lover. Neko means cat in Japanese. My purpose in choosing this name is because I would like to emphasize that I sell cats for the customers who adores cat and will take good care of them. Using a word from a foreign country makes it cuter and more unique.

The NekoNeko Lover is located at No 33, Jalan LG3 1/45, Taman Langat Utama 3, Bukit Changgang, 42700 Banting, Selangor. My works usually involving in dealing with cats. I have a few cats at my own house that needed to be adopted or sell to people who willingly takes good care of them. Therefore, I choose my home as my starting point to open my business.