



اَوْبُو تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

**FACULTY FILM, THEATER, AND ANIMATION (FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

COURSE CODE / NAME:

530 / PRINCIPLES OF ENTREPRENEURSHIP

LECTURER:

MADAM NURHUDA HAJI NIZAR

SOCIAL MEDIA PORTFOLIO: SEBAWANG.CO



NAME:

NUR LIYANA SYAMIMI BINTI ABDUL RAZAK

STUDENT ID:

2019872218

PROGRAM / GROUP:

FF237 / FF2374A

ACKNOWLEDGEMENT ✓

I'd like to thank our lecturer, Madam NurHuda Haji Nizar, for her support and advice throughout this assignment. She was a huge assistance to us, and we owe her a huge debt of gratitude for her patience and knowledge in guiding us.

I also wanted to express my gratitude to my classmates for sharing their knowledge about social media entrepreneurship with me. I've learned a lot about doing business online and that becoming a good and successful businessperson is not easy. All business downs can only be conquered through tenacity, and all business ups can only be accomplished through hard work.

I've managed to become more organised and more in dealing with challenges that arise during my business as a result of these issues. This portfolio includes social media business using Facebook, sales income, soft sell, hard sell, and teaser creation to attract customers.

Last but not least, I'd want to express my gratitude to everyone who has contributed to the success of these social media projects, both directly and indirectly.

EXECUTIVE SUMMARY ✓

SMM (social media marketing) is a type of internet marketing that entails developing and sharing content on social media networks to meet marketing and branding objectives. Posting text and image updates, videos, and other content that increases audience interaction, as well as paid social media advertising, are all examples of social media marketing.

Based on the task that are given, the researchers were assigned the task of creating a Facebook Page (FB) for the aim of marketing and selling the goods. The product called as a “Sebawang”. Sebawang has an agent and I am a dropship under agent Lieyana from Ipoh, Perak. The same thing is done by Lieyana's agent which consists of Facebook Page, where it is necessary to make posts such as teasers for products, soft cells and hard sell. I have used the marketing materials they have provided. Before entering the firm, the researchers must also register under E-Commerce as one of the rules.

Based on the product that have I choose, the reason behind of the chosen of “Sebawang” as the product is a favourite for the hijab’s of the girl especially. For veiled women, they cannot be separated by hijab. Most women prefer hijabs that are easy to wear and easy to shape. So, this Sebawang is my choice because it is an instant lid and beautiful to wear.

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1.0 GO – ECOMMERCE REGISTRATION SLIP



Go-eCommerce
☰

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE
BUSINESS PROFILE

NUR LIYANA
SYAMIMI BINTI
ABDUL RAZAK

Personal Information

Name	: NUR LIYANA SYAMIMI BINTI ABDUL RAZAK	Phone/Mobile	: <input type="text"/>	Edit
		Home Address	: <input type="text"/>	
New Identity Card No.	: <input type="text"/>			
Email Address	: <input type="text"/>	District	: <input type="text"/>	
City	: <input type="text"/>	Postcode	: <input type="text"/>	
State	: <input type="text"/>	Personal	: <input type="text" value="instagram.com/lyana.syamimi"/>	
Personal Facebook	: <input type="text"/>	Race	: <input type="text" value="Malay"/>	
Gender	: <input type="text" value="Female"/>	Special Need Required	: <input type="text" value="No"/>	
Marital Status	: <input type="text" value="Single"/>			

Institution Information [Add New](#)

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		Postcode	: 40150	
District of Institution	: Petaling			
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: NHN ENT530	Class Name	: FF2374A	
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	: 2021	
Month Enrolling the Subject	: 4	Lecturer Name	: NURHUDA BINTI HAJI NIZAR	
Internship Enrollment	: No	Year Of Internship Enrollment	: <input type="text"/>	
Month of Internship Enrollment	: <input type="text"/>	Period of Internship Training	: <input type="text"/>	
		Expected	: 6	

2.0 INTRODUCTION



2.1 Principles of Entrepreneurship



Entrepreneurship is the art of creating a business, which is essentially a new company that offers a unique product, process, or service. It is possible to describe it as a creative activity. An entrepreneur sees everything as a chance and is biased when making decisions to take advantage of it. Becoming an entrepreneur, or "one who undertakes inventions, financing, and business acumen in an effort to translate innovations into economic products," is the act of being an entrepreneur. In reaction to a perceived opportunity, this could result in the formation of new organisations or the revitalization of existing ones.

The most obvious kind of entrepreneurship is the creation of new enterprises (sometimes known as a startup company); however, in recent years, the term has been broadened to cover social and political forms of entrepreneurship. Intra-preneurship refers to entrepreneurship that takes place within a company or large organisation, and it might involve corporate venturing, which occurs when huge corporations spin off new businesses.

Besides, an entrepreneur is a developer or a designer who develops new ideas and business procedures in response to market demands and personal interests. It is critical to have managerial skills and excellent team-building talents in order to be a successful entrepreneur. Entrepreneurs with leadership qualities are more likely to succeed. Leadership, management competence, and team-building skills are considered vital attributes of an entrepreneur by certain political economists. An entrepreneur is a developer or innovation who brings something new into a company or economy. It could be a new manufacturing method, a new product, a new material source, a new market, or any other similar innovation. As a result, an entrepreneur is a creator, a borrower, a buyer, and so on.

When devoted customers share their social media posts with other users, entrepreneurs using social media develop a marketing network. Influencer marketing is another significant benefit of using social media. When a well-known influencer or celebrity utilises their personal social media accounts to promote a product or service, this is known as influence marketing. For example, an entrepreneur can persuade a powerful social media user (e.g., someone with one million Instagram followers) to promote his or her brand. Because of their devotion to the popular influencer, followers are inclined to test out the entrepreneur's product. ✓

Social media is a platform that allows people to connect and interact with one another. Social media includes Facebook, Twitter, Instagram, and other social networking sites. This study demonstrates how a product can be promoted on Facebook. Facebook is one of the social media platforms through which we may advertise, post details, and photographs, videos, and information about our items for others to see, and contact the seller via the phone number provided or directly through Facebook Messenger. ✓

The product that has I promoted to my Facebook page is Sebang. Sebang is an instant lid business. In sebang also has various collections and the material used is mossana viscose. It has neat stitching and has an onion tag on each end of the lid. The product being promoted is a drop ship product and I is under agent Lieyana. Each collection has a different price according to a different design and consists of many code colour options. ✓

3.0 INTRODUCTION OF BUSINESS



3.1 Name and Address of Business

The business that I have chosen to be a dropship is Sebawang. I am under dropship agent Lieyana. Sebawang is a brand where Sebawang produces instant lids. It is the No. 1 instant hijab in Malaysia. The material is not like other lid materials. Sebawang uses *mossana viscose* material which has a soft fabric and is easy for women to wear. Sebawang HQ is located in Kuala Lumpur. This Sebawang is suitable for women of all ages. Sebawang HQ is located at No.7-G, Plaza Wangsa Maju, Section 10, Kuala Lumpur, Malaysia.



Picture 1: Official logo Sebawang.Co

3.2 Descriptions of Products / Service ✓

Sebawang is an instant hijab business that uses mossana viscose material. It is located in Kuala Lumpur. Sebawang sells and produces lids in the form of instant or in simple language instant lids. I am a dropship under agent Lieyana for the state of Perak (Ipoh). This hijab is suitable to be worn by all ages for women. Marketing materials were provided by my agent Lieyana. So, I use marketing materials such as pictures of veils for me to promote on my facebook page.


For sevice, Sebawang produces instant lids that have various collections. It has an instant element that is easy to wear by women regardless of age. My dropship is in Perak, Ipoh. All the lids from the Sebawang collection are priced below RM100 and they are cheap and affordable. ✓

3.4 Price List



SEBAWANG.CO

PRICE LIST

**SERLOM**
Free Size RM 35
Size L RM 39

**SHAWL IKAT TEPI**
Free Size RM 49

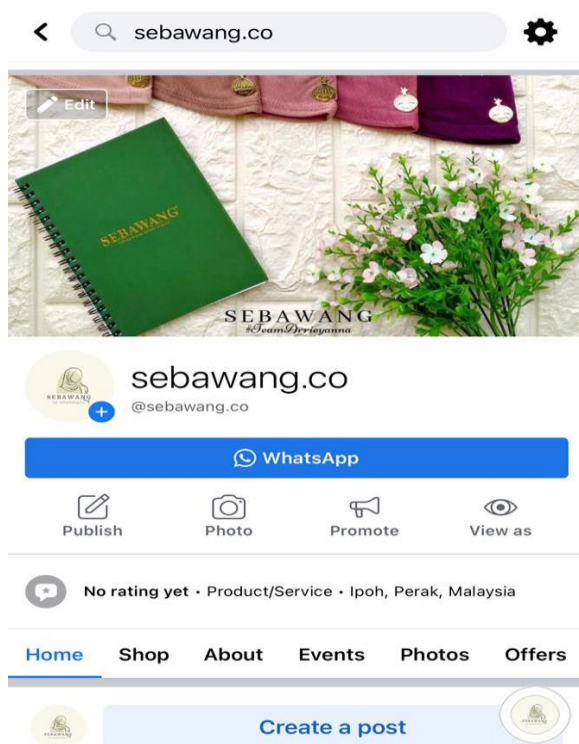
**BAWAL**
Free Size RM 49

THANK YOU SHOPPING WITH US !
SEBAWANG by sebawang.co

4.0 Facebook (FB) ✓

As we are starting our business, we had created a Facebook Page. This is to raise awareness of our products and services among Facebook users, particularly those who live near our business location. Not only that, but we are aware that people nowadays are more interested in the internet, where they can simply search for and obtain information. As a result, having a Facebook Page is a good way to connect a business with its customers via the internet. With the connected business, I generated Facebook posts such as teaser, soft sale, and hard sell.

4.1 Facebook Page ✓



Picture 2: Official Facebook Page

4.2 Customing URL Facebook (FB) page



FB pages URL: <https://Facebook.com/sebawang.co>

4.3 Facebook Post – Teaser





Picture 3: Sebangang.co teaser post

4.4 Facebook Copywriting – Hard sell

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 **sebawang.co** ...
4 h · 🌐

Warna merah bata ni jarang² sekali dikeluarkan. Seriously lawa warna ni kalau tengok real.

Code : Sains
Available : serlom free size, size L dan shawl ikat tepi.
Harga untuk Serlom - RM35
Harga untuk Shawl Ikat Tepi - RM49

Boleh terus whatsapp [+60 12-573 7095](https://wa.me/60125737095) atau pm okay.

DAPATKAN SEKARANG!!





sebawang.co 10 h · 🌐

Cantik kan tudung ni? 😍 Ini adalah bawal tau. Sejenis instant yang senang pakai. Tak ambil masa yang lama untuk bersiap. Supsapsupsap dah siappppp.

Bawal Instant
RM49

Boleh order sekarang sementara stock masih ada. 😊
[#sebawang](#) [#tudunginstant](#) [#sarongjela](#)



< 🔍 sebawang.co ⚙️

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sebawang.co 11 h · 🌐

Ini adalah Serlom dari Sebawang. Memang senang and mudah nak pakai. Korang boleh pilih code yang korang suka and lepastu korang boleh terus whatsapp untuk order.


Serlom
RM35

Whatsapp di 0125737095 [#sebawang](#) [#tudunginstant](#) [#dropship](#)




< ⚙️

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 **sebawang.co** 3 d · 🌐

Shawl Ikat Tepi
RM49

Boleh terus order di [+60 12-573 7095](tel:+60125737095)



< ⚙️

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 **sebawang.co** 2 d · 🌐

Pssstttt guys! Cantik tak colour ni? Kalau korang nak tengok lebih lagi, boleh pm saya. Ini adalah tudung Serlom. Hah nama pun dah Serlom jadinya korang just serlom jelah atas kepala tu. Memang senang! Tudung Serlom ni ada macam-macam warna and collection tau. Korang tinggal pilih je. 😊

Serlom
RM35

Nak order? Boleh WhatSApp pada no 0125737095.



sebawang.co 3 d · ...

Model pakai tudung Serlom. Oh ya! Tudung Serlom ni ada size L tau. Free size dengan size L. So, korang boleh beli mengikut kesesuaian.

Tudung Serlom
RM35

Order di [+60 12-573 7095](tel:+60125737095) atau boleh terus message saya okay.



sebawang.co 3 d · ...

Ini pula koleksi Bawal Sebwang. Semua koleksi Sebwang adalah yang senang dipakai. Tinggal sarung je.

Bawal Sebwang
RM49

Order di [+60 12-573 7095](tel:+60125737095)



< ⚙️

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sebawang.co 3 d · 🌐

Ini adalah cara-cara macam mana nak pakai tudung Serlom. 😊 Senang je korang, tak susah pun.

Tudung Serlom Sebawang
RM35
*Model pakai kod "Nasi Impit"

Boleh order di talian WhatSapp [+60 12-573 7095](tel:+60125737095)



< ⚙️

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sebawang.co 3 d · 🌐

Next collection adalah Shawl Ikat Tepi. Ini pun senang je nak pakai. Kesemua koleksi Sebawang memang senang nak sarung. Tak susah untuk korang. Yang penting, tak perlu kan satu pin pun tau. Jadi, grab sekarang okay.

Shawl Ikat Tepi
RM49

Nak order di talian WhatSapp [+60 12-573 7095](tel:+60125737095)



 **seawang.co** 3 d · 🌐 ⋮

Hye korang! Jom lah beli tudung Serlom dari Seawang ni! Memang best and tak rugi beli tau. Kalau nak pergi kedai yang dekat-dekat ke, atau tiba-tiba ada courier datang rumah ke, grab je tudung Serlom ni sebab memang senang nak pakai. Tinggal korang sarung je.

Tudung Serlom
RM35

Korang boleh whatsapp pada no [+60 12-573 7095](tel:+60125737095) kalau nak order okay. 😊



 **seawang.co** 1 m · 🌐 ⋮

Bawal instant ❤️ Ada pelbagai warna yang menarik dan cantik. Tunggu apa lagi? Korang kene grab sekarang!

Bawal instant RM49

[#seawang](#) [#seawangipoh](#) [#tudunginstant](#) [#sarongjela](#)






Picture 4: Sebang.Co Hard Sell Posts

4.5 Facebook Copywriting – Soft Sell



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TUDUNG SEBAWANG?


Tudung sebawang ni sejenis tudung instant yang senang dan mudah dijaga. Kita tidak perlu pakai pin dan gosok.


Untuk bahagian awning pulak ia tidak bercantum dan adjustable, maksud nya bahagian tepi muka boleh dilipat seperti bawal biasa.

Material dari mossana viscose tidak panas bila dipakai ,tidak jarang dan selesa, bila berpeluh tudung pon tidak bau kepam.

Sebab tu ia ia menjadi pilihan ramai wanita diluar sana.


#sebawang #sebawangipoh #tudungsarung #sarongjela




[<](#) 


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Selamat Petang semua!

Tengah bersiap-siap untuk maghrib ke tu?
 Saya nak share keistimewaan bawal instant dari sebawang dengan korang.

Bukan bawal je yang menggunakan material mossana viscose tapi semua koleksi sebawang menggunakan material yang sama. Sangat sedap untuk dipegang dan dipakai dan paling penting, senang dibentuk megikut muka korang.

Untuk sebarang order, boleh whatsapp +60 12-573 7095 atau pm sekarang!!



 **sebawang.co** 20 m · 🌐 ⋮

Sebawang mempunyai pelbagai warna yang cantik dan lain dari lain. Dan mempunyai code yang menarik. Sejenis kain dari material mossana viscose yang sangat lembut.

DAPATKAN SEKARANG OKAY! 😍
[#sebawang](#) [#sebawangipoh](#) [#tudunginstant](#) [#sarongjela](#)



 **sebawang.co** 27 Jun · 🌐 ⋮

Kenapa mesti Sebawang? Haa ini korang kene tahu keistimewaan Sebawang. Kain sejenis lembut dan sangat senang untuk dibentuk. Korang kalau nak beli tudung mesti cari yg senang nak bentuk kan?

So, Sebawang lah jawapannya. Sebawang mempunyai pelbagai collection dan ada juga collection yg lama, kami keluarkan semula. Kalau korang nak tahu lebih, boleh terus whatsapp atau message je okay! 😍😍



< ⚙️

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 **sebawang.co** 25 Jun · 🌐

Hye guys! Korang peminat shawl tak? Kalau korang sejenis yg suka pakai shawl dan menjadikan shawl sebagai tudung harian, korang kene beli this one! Ini adalah shawl ikat tepi tau nama dia.

So, if you guys nak beli, boleh terus whatsapp saya okay. Ada macam-macam colour and collection lain pun ada jugak! Cepat-cepat grab sementara stock masih ada! 🥰

🥰




Shawl Ikat Tepi




< ⚙️

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 **sebawang.co** 20 Jun · 🌐

Assalamualaikum. Hye korang! Selamat petang semuanya. Dah makan ke tu? Heheh. Guys, nak share sikit ni. Gambar-gambar yg I share kat bawah ni, itu adalah collection Serlom. So to those yg sejenis nak cepat kalau nak kemana-mana and takda tudung nak pakai, korang boleh grab je Serlom ni! Senang gila and serius simple je tak susah nak pakai. Kalau you guys nak beli, boleh beli sekarang sementara stock masih ada! Mur-mur je kita jual. Boleh whatsapp I tauuu!



< ⚙️

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 **sebawang.co** 2 Jun · 🌐 ⋮

Hi everyone! Kalau korang nak tahu, tudung bawal instant pun boleh buat macam-macam style tau macam dalam video ni! 😍😍




< ⚙️

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 **sebawang.co** 11 h · 🌐 ⋮

Ini adalah Shawl Ikat Tepi dari Sebawang. Shawl ni sejenis instant tau. Semua koleksi dari Sebawang ni adalah instant, yang senang untuk dipakai. Korang tinggal sarung and mana yang kene ikat tu korang ikat. Macam shawl ikat tepi dalam video ni. Ada macam-macam code yang korang boleh pilih. Nama code pulak nama subjek hehehe menarik kan?

Kalau korang nak, boleh terus whatsapp tau. Jangan tunggu-tunggu dah! 😍 #sebawang #tudunginstant #dropship



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sebawang.co

11 h · 🌐

Feedback dari Sebawang Lover ❤️

Korang tunggu apa lagi? Order sekaranggg! 😍

Boleh order di whatsapp yang tertera okay.
 (0125737095) Atau pm pun boleh. 💕

[#sebawang](#) [#tudunginstant](#) [#dropship](#)



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sebawang.co

11 h · 🌐

Hi korang. Video dalam ni adalah tudung Sebawang. Ada macam-macam colour kalau korang nak. Semua cantik-cantik tau. 😍 Dalam video ni jugak tunjuk style yang boleh korang semua gunakan. Senang and simple. Tak ambil masa yang lama pun nak siap.

Kalau berminat, boleh order di whatsapp saya
 0125737095 atau pm pun boleh. 😍 [#sebawang](#)
[#tudunginstant](#)





Picture 5: Seawang.Co Soft Sell Posts

5.0 CONCLUSION

We can conclude that by running our business through a Facebook page, we are able to promote and market our products and services, as well as raise awareness of an existing business brand among Facebook users, particularly those who live near the business location. I can also post the most recent business activity updates using this type of platform. Furthermore, it provides benefits not only to the business that I selected, but also to ourselves, as we are able to keep up with current business trends by not only utilising Facebook, but also by using other available platforms where we can improve our IT knowledge and skills.

