



اَوْبُوْزَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

COMPANY LOGO

80



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

**FACULTY AND PROGRAMME : BUSINESS MANAGEMENT IN OPERATION
MANAGEMENT**

SEMESTER : BA 244 4A (SEMESTER 4)

PROJECT TITLE : BUSINESS MODEL CANVAS

STUDENT NAME : NOR FAIDAH BINTI ABDULLAH

STUDENT ID : 2019627426

LECTURER : DR NOR ZAWANI MAMAT@IBRAHIM

ACKNOWLEDGMENT

Upon completion of this assignment, I would like to express the special thanks of gratitude to the lecturer, Dr Nor Zawani Mamat@Ibrahim who gave the opportunity to do this individual project which is Social Media Portfolio. She also helped in doing more research and she had helped me in so many things I do not know. She openly response the question from me anytime without disappointed me. I glad to be your student for this semester. I hope that you happy to teach me despites of this pandemic happen. I hope we can meet soon even I do not take your subject anymore.

I would also like to thank to my parents and classmate's courses in BA244 4A who helped me in giving moral support a lot in finalizing this project within the limited time frame. They help me a lot to understand this project well. I hope they get the best result in Principles of Entrepreneurships for this semester.

EXECUTIVE SUMMARY

This report provides an explanation and analysis about a business. The business is registered under Nor Faidah Binti Abdullah. This business is individual project that given by Dr Nor Zawani Mamat@Ibrahim. The report explains everything about my business that construct in online platform which is Facebook. Chocolair Scarves is the name of brand scarves who operated since 20th May 2021. This business opened during pandemic happen and me and my team use these opportunities to sell the scarves. As owner of Chocolair scarves it is sole proprietorships, I have 3 people that help me to expand the business well.

In the beginning of the business, I started to sell a few sets of the scarves that have bold color, nude, and pastel which trendy among hijabs. Women now love to wear color that match with the outfit to boost up their confidence. Using the Facebook help me a lot to interact with the customer and using their marketplace to make customer see our brands. The reason why I sell scarves is to become one of brands that offering premium scarves, fashionable and elegant in every each of set. Me and my team want to give customer achieve their dream to choose their own personality.

The business uses hard sell and soft sell for their marketing plan. It is because to follow the changes demand and characteristics behavior of customer. Beside that due to pandemic Covid-19 happen, there no customer walks in to choose and touch physically the scarves. The customer can order then they will get the scarves 2 to 3 days after payment. Many people stay at home due to current situation and, they work from home (WFH). They may feel stress and unmotivated. With bought something to themselves or giving a scarf as present to their beloved one can make themselves more appreciates. Therefore, I hope that by selling this product, it will help them boost the confidence with their personality even they stay at home. They can dress up even at home to make they productive and in a good feeling.

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1.0 BUSINESS REGISTRATION

1.1 Go- Ecommerce of Business



UNIVERSITI
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MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar	: 2019627426
Nama	: NOR FAIDAH ABDULLAH
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN OPERASI
Fakulti	: Faculty of Business & Management
Kampus	: Johor

MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Pakaian dan Kelengkapan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: https://www.facebook.com/chocolair.scarves
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 20 May 2021
Tarikh Cetak	: 20 Jul 2021

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM.
Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis.
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dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH

PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

1.2 Personal Information

The screenshot shows the 'PERSONAL PROFILE' section of the Go-eCommerce user interface. The user's name is Nor Faidah binti Abdullah. The form includes fields for Name, Phone/Mobile, Home Address, New Identity Card No., Email Address, City, State, Personal Instagram, District, Postcode, Personal Facebook, Race (Malay), Gender (Female), Special Need (No), and Marital Status (Single). An 'Edit' button is visible next to the Name field.

Name	Nor Faidah binti Abdullah	Phone/Mobile		Edit
New Identity Card No.		Home Address		
Email Address		District		
City		Postcode		
State		Personal Instagram		
Personal Facebook		Race	Malay	
Gender	Female	Special Need	No	
Marital Status	Single	Required		

1.3 Institution Information

The screenshot shows the 'Institution Information' section of the Go-eCommerce user interface. The institution is UiTM Puncak Alam - NZI ENT530. The form includes fields for Type of Institution (IHL), State of Institution (Selangor), Address of Institution (Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .), District of Institution (Kuala Selangor), Level of Study (Bachelor Degree), Course Name (NZI ENT530), Subject Name (PRINCIPLE OF ENTREPREEURSHIP), Month Enrolling the Subject (3), Internship Enrollment (No), Month of Internship Enrollment, Expected Year To Complete Study (2022), Related To Study Field (No), Institution List (Universiti Teknologi MARA), Name of Institution (UiTM Puncak Alam), City (Puncak Alam), Postcode (42300), Study Status (Full time), Class Name (NZI ENT 530), Year Enrolling the subject (2021), Lecturer Name (NOR ZAWANI BT MAMAT@IBRAHIM), Year Of Internship Enrollment, Period of Internship Training, and Expected Month To Complete Study (8). 'Edit' and 'Delete' buttons are visible next to the Study Status field.

Type of Institution	IHL	Institution List	Universiti Teknologi MARA	
State of Institution	Selangor	Name of Institution	UiTM Puncak Alam	
Address of Institution	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	Puncak Alam	
District of Institution	Kuala Selangor	Postcode	42300	
Level of Study	Bachelor Degree	Study Status	Full time	Edit Delete
Course Name	NZI ENT530	Class Name	NZI ENT 530	
Subject Name	PRINCIPLE OF ENTREPREEURSHIP	Year Enrolling the subject	2021	
Month Enrolling the Subject	3	Lecturer Name	NOR ZAWANI BT MAMAT@IBRAHIM	
Internship Enrollment	No	Year Of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
Expected Year To Complete Study	2022	Expected Month To Complete Study	8	
Related To Study Field	No			

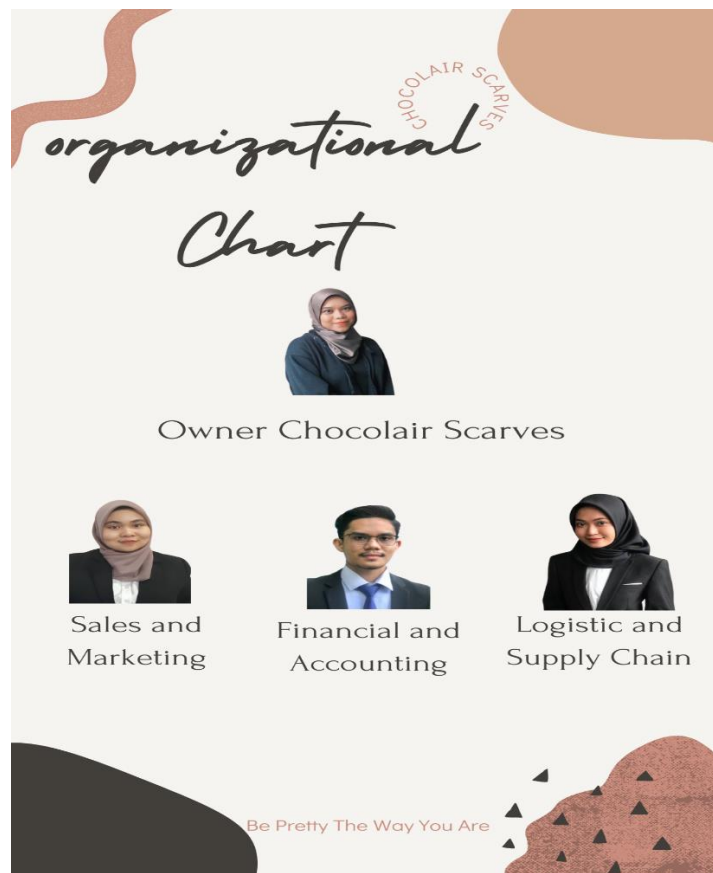
2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

The business name is “Chocolair Scarves”. The name of the business inspired by the owner who loves to eat chocolate. She went to the other name of chocolate that existed in this world by the name of the scarves. The business is sole proprietorship that use their own modal. Also, Chocolair Scarves established since May 2021 while pandemic happen. The operation of the business open from 8am until 5pm.

The Chocolair Scarves located at No 40 Jalan Bestari 10/3 Taman Bestari Indah 81800 Ulu Tiram, Johor. The location quitted strategic because this is urban area which always crowded with people. Due to pandemic and Movement Control Order (MCO). So, the business opened in online and not accept customer to walk in.

2.2 Organizational Chart



2.3 Mission and Vision

a. Mission

To encourage the women out there that the most beautiful thing you can wear is confidence and they need to support each other, instead of competing against each other, brings a unity and strength like no other. The personality is needed to boost up the confidence.

b. Vision

Chocolair Scarves want to become one of the biggest brands that leads the women to boost up their confidence using their scarves. With the fashionable, elegant and high premium quality texture, all the women can be more confidence to achieve their dream and be more successful.

2.4 Descriptions of Products








Chocolair Scarves is business that selling their own brand scarves. They sell in set to make it easier to the customer. The business helps the customer for not wasting their time to make decision. That is why they promote the scarves to them bought in set. They are few set of scarves that the team Chocolair name as real name chocolate, which is Set Patchi, Set Gurlyn, Set Haute and Set Ghirardelli. Each of the set only RM50 but it is excluded the postage. The customer needs to add on another RM8 for postage.

There's are different between Chocolair scarves with other brands. The material is soft like a premium high quality. But they can purchase with an affordable price. Not 1 but 4 scarves in one set. Next is the scarves is quite flexible which is awning always on point. So, they can wear it without any worries when a windy day. The women will not be having a moody day due to their scarves. Besides the length and measurement exactly for standard wear and still can cover up the "aurat". This business wants their customer look elegant but in proper way.

Moreover, the scarves do not need to heavy iron. They can iron the scarves less than 5 minutes. The material is good to heat and make it easier to the women out who does not have a longer time to dress up well. Not forget to the color each set of scarves match well with all outfits. The warm and pastel colors can match with black or white outfit. So, the customer can easily pickup the scarves to match with their daily outfit.

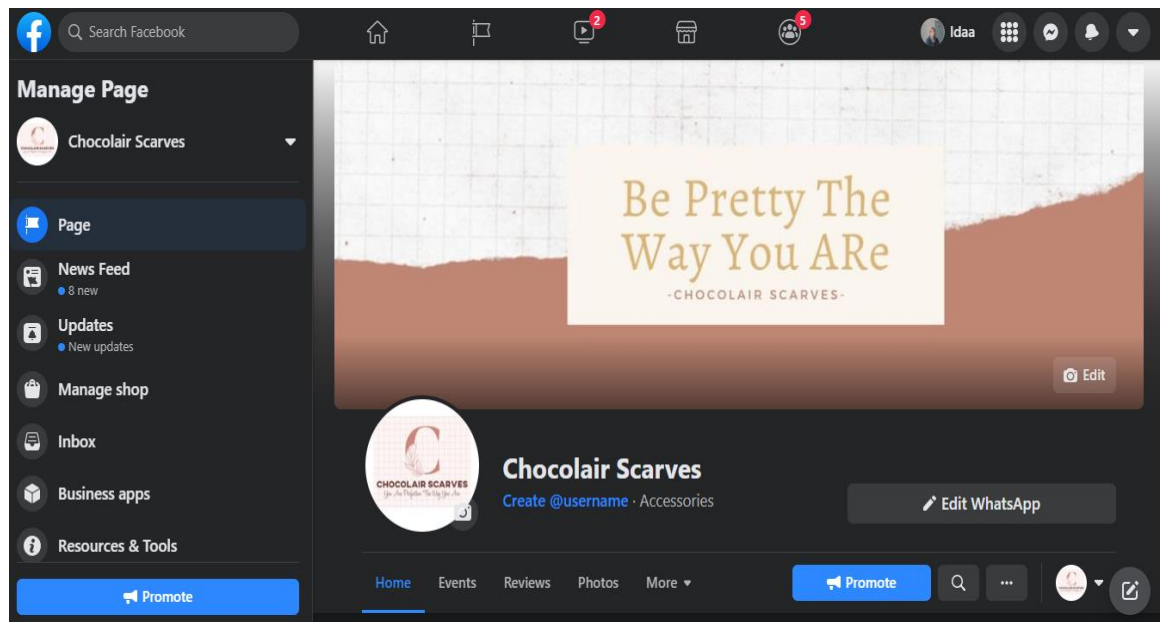
Furthermore, Chocolair scarves launch the new product that trendy nowadays. It is scrunchies which same as rubber hair band but cuter. The function of scrunchies have to firm hair ties. This is because when they wear scarves, the hair must proper and stay firm. The scrunchies help the hair firm and not slack. There are three types of scrunchies that we sold which is chocolat, ciccolato and schokolade. Also, they sold in a set which contain 5 scrunchies. The price is as low as RM20 only excluded the postage. With the premium quality, the scrunchies does not deserve the price but to maintain high quality with the cheapest price, the team Chocolair decide to sell cheapest. Also, the scrunchies is too cute that they can wear it as accessories.

2.5 Price List

Product	Items	Price
Set Haute (4Scarves)		RM 50
Set Ghirardelli (4Scarves)		RM 50
Set Gurlyn (4Scarves)		RM 50
Set Patchi (4Scarves)		RM 50
Scrunchies Chocolat (5Scrunchies)		RM 20
Scrunchies Cioccolato (5Scrunchies)		RM 20
Scrunchies Schokolade (5Scrunchies)		RM 20

3.0 FACEBOOK

3.1 Creating Facebook (FB) Page



Facebook is an online platform that I need to use to marketing and advertising my business. The platform is free, and many people reach this social media to share their life and business. With using the platform, we as entrepreneur can get many customers that interested with the product likes scarves and scrunchies. Many people spend their time on screen nowadays because they need to stay at home.

3.2 Customizing URL Facebook (FB) Page

<https://www.facebook.com/Chocolair-Scarves-109564921278712/>

By customize the own URL, it can help entrepreneur share their business to all social media and get more customer. For expanding the business, many marketing strategies that entrepreneur need to learn and always update the surrounding. The Facebook was made on 27 April 2021 and still active to interact with the customer.

3.3 Facebook (FB) Post-Teaser

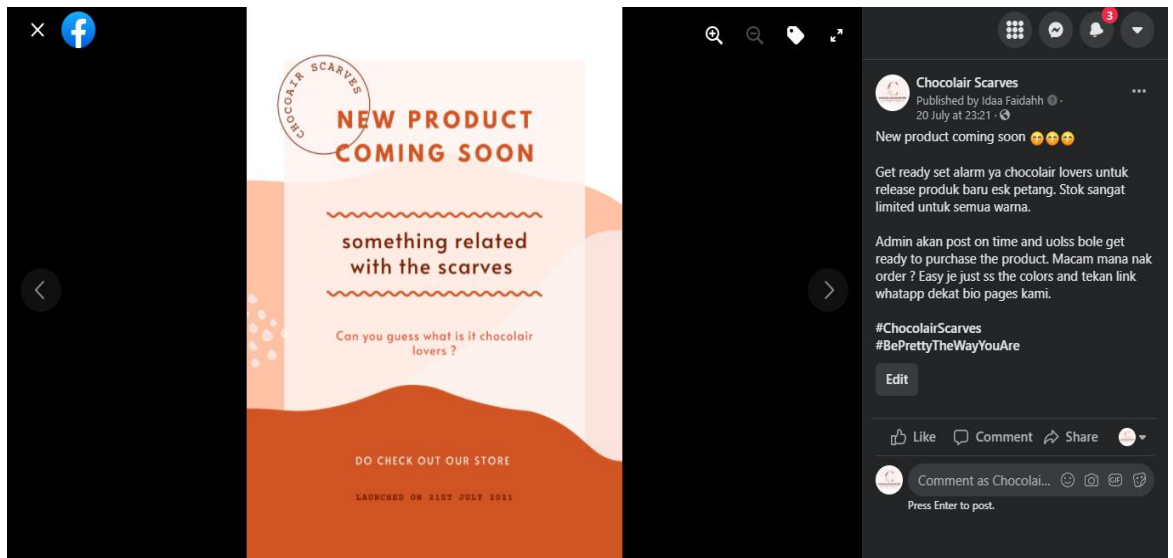
Teaser #1

<https://www.facebook.com/109564921278712/videos/181294187291473>



Teaser #2

<https://www.facebook.com/109564921278712/photos/a.153243253577545/154054683496402>



3.4 Facebook (FB) Post- Copywriting (Hard sell)

Hard sell #1

<https://www.facebook.com/109564921278712/photos/a.153243253577545/153247323577138/>

HARI RAYA SALES

SET HAUTE RM 50

CHOCOLAIR SCARVES

Chocolair Scarves
Published by Idaa Faidahh ·
19 July at 20:01 ·

HARI RAYA SALE !!!

Boleh tak uolls teka ni set apa dalam gambar ni? Meyh rapat sikit kita bagitahu tapi jangan bagitahu orang lain tauu heheheh. Ni set Haute. Nak bagitahu yang set ni tinggal berapa helai je tauu. Habis tu terus sold out dahhh 🤔. Siapa nak kena cepat-cepat tauuu. Chocolair lovers boleh grab cepat-cepat.

#ChocolairScarves
#BePrettyTheWayYouAre

Like Comment Share

Comment as Chocolai...
Press Enter to post.

Hard sell #2

<https://www.facebook.com/109564921278712/photos/a.153243253577545/155347840033753/>

BE THE PRETTY THE WAY YOU ARE

scrunchies

schokolade

chocolair Scarves

Chocolair Scarves
Published by Idaa Faidahh · Just now ·

LIMITED TIME ONLY CHOCOLAIR LOVERS !!!

Kami akan membuat jualan harga murah bagi scrunchies schokolade dalam masa yang terhad 🌟🌟. Promotion berlangsung selama sehari sahaja tauuu. Rugi sangat kalau tak grab. Promotion hampir 50% tauu. Kami menjual scrunchies yang premium dengan harga yang tak masuk akal. Jadi apa tunggu lagi chocolair lovers? Jom grab cepat sebelum masa habis 🤔

Like Comment Share

Comment as Chocolai...
Press Enter to post.

3.5 Facebook (FB) Post- Copywriting (Soft sell)

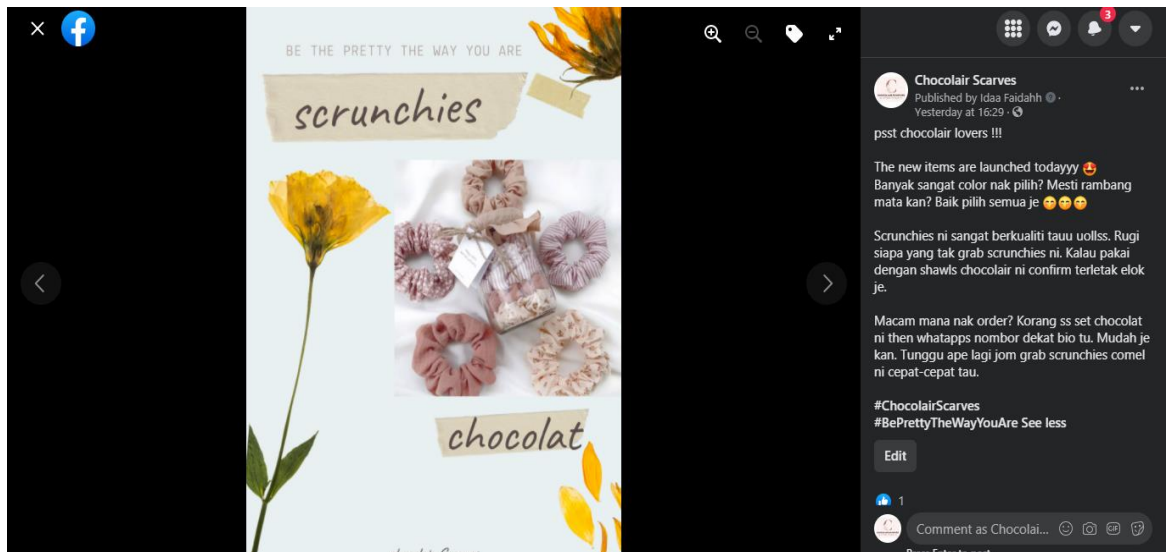
Soft sell #1

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Soft sell #2

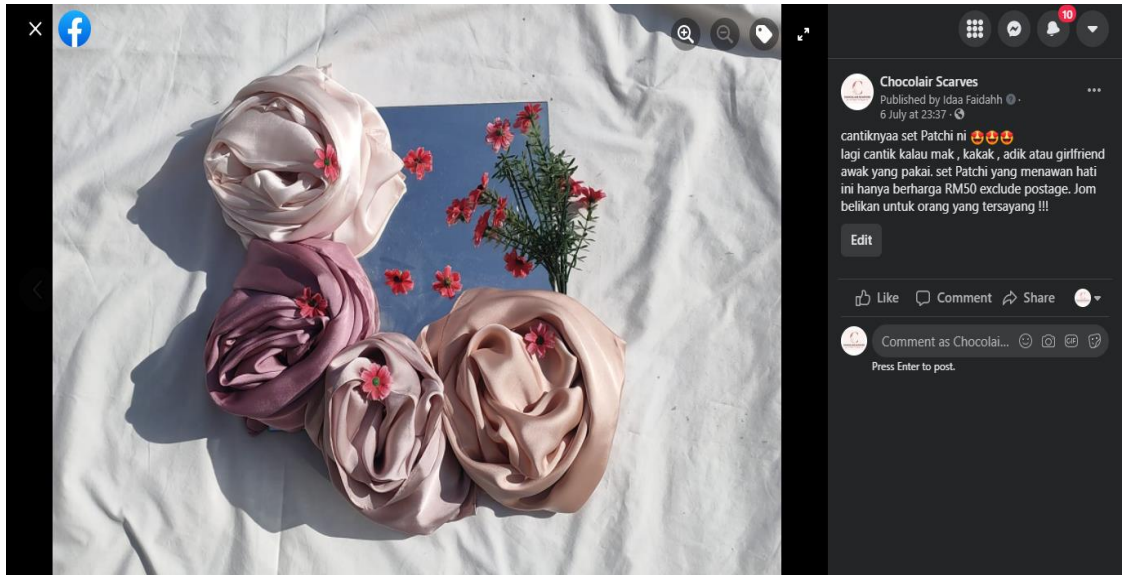
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3.6 Graphics

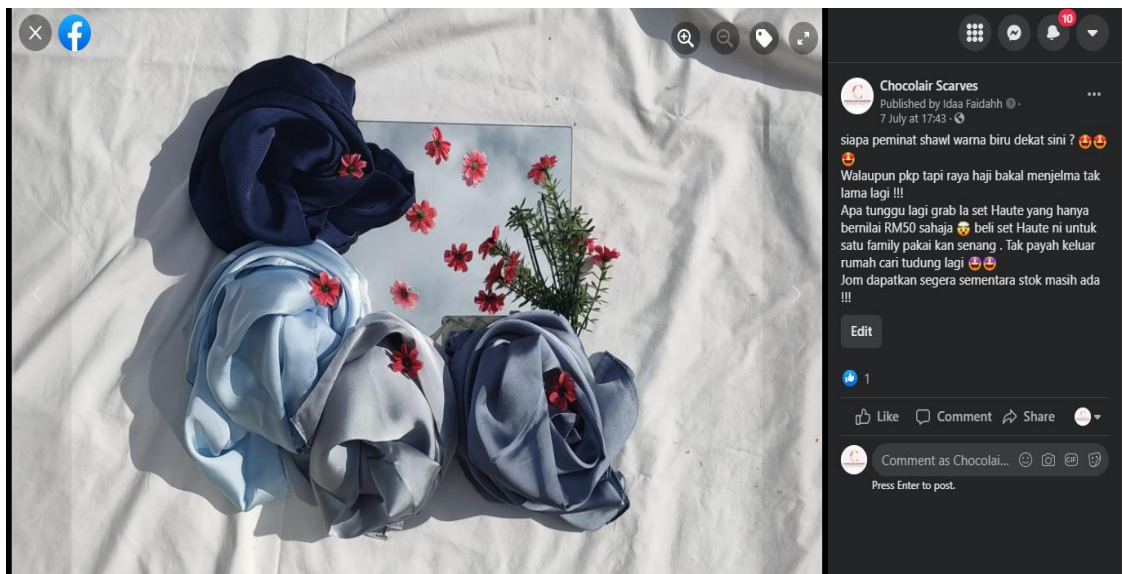
Graphic #1

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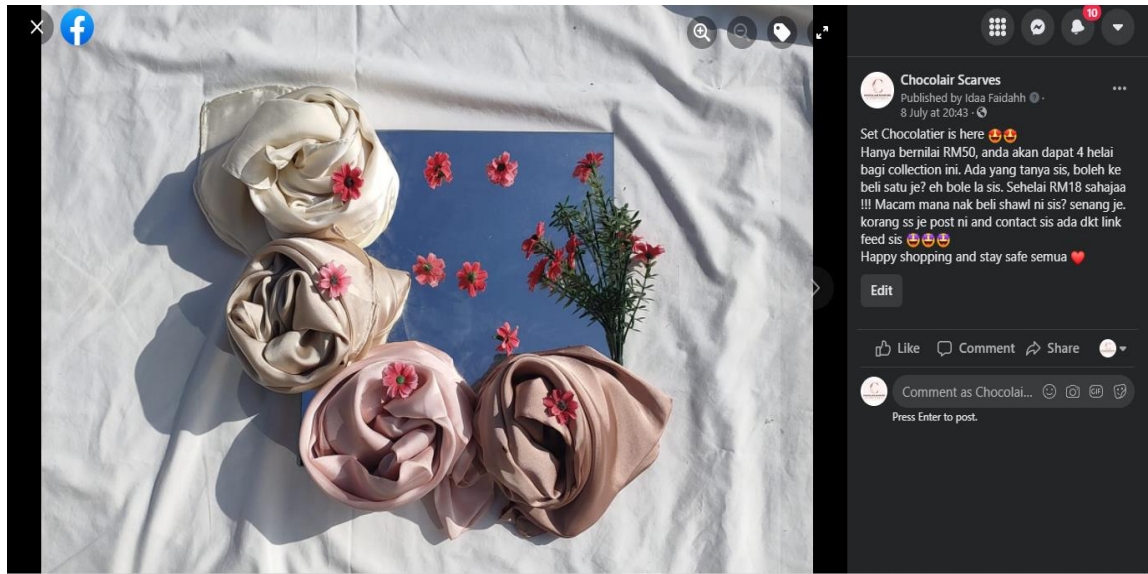
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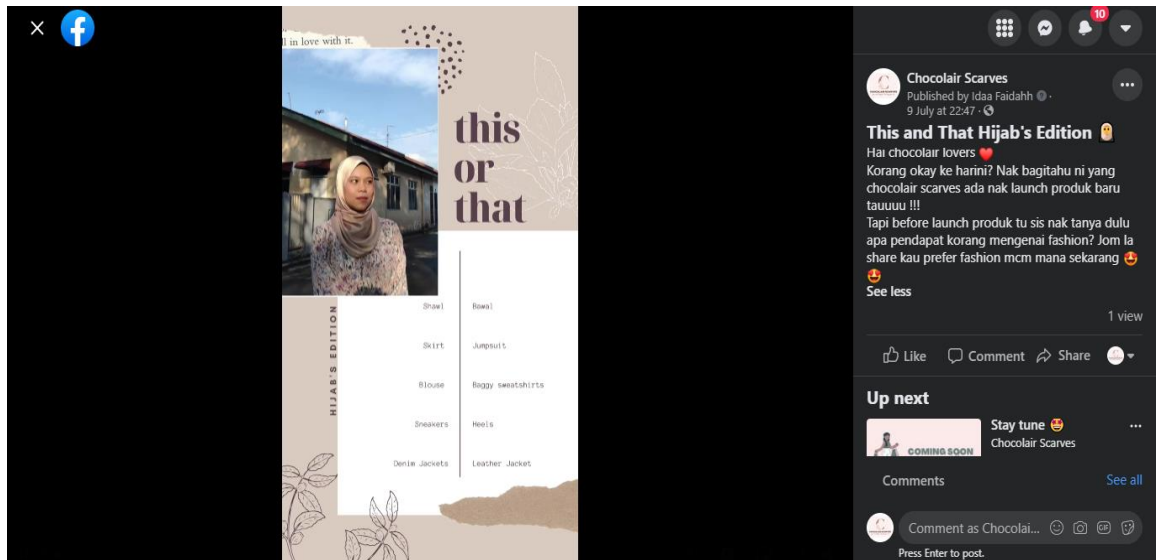
Graphic #3

<https://www.facebook.com/109564921278712/photos/a.144264521142085/145622144339656/>



Graphic #4

<https://www.facebook.com/109564921278712/videos/340902287588509>



4.0 CONCLUSION

In a nutshell, business is one of the good things that we can explore. There a lot of challenges and lesson learn on it. We can learn how to communicate with customer, to deal with them and arrange the supply system. Build a good relationship with the supplier to get a premium product so that the customer will be satisfied with the business. Despite high risk due to large amount of modal, running the business give me the chance to make side income and can help my parents. Entrepreneurs are their own bosses and employee. They need learn how to be independence and make a better decision on their business.

I can conclude that Chocolair scarves is my first business that selling scarves using online platform. As a boss, me and my team need to involve in total operation of business. It is from planning, ideas, choose design, customer service until product safely arrived at the customer. With this project, I able to achieve my goals and try to achieve the mission and vision of this business. The opportunities come once in a life so surely Chocolair Scarves will grab it. Hope that Chocolair lovers will continue support and we will improve more on the business marketing strategy and expand the business.