



اَوْنَبُوْ سَيِّتِيْ تَيَكُوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA 87

ENT530

PRINCIPLE OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

PREPARED FOR:

DR. NOR ZAWANI BINTI MAMAT@IBRAHIM

PREPARED BY:

SYAZARISYA BINTI HUD (2019650114)

CLASS:

BA244 4A

DATE OF SUBMISSION:

25TH JULY 2021

ACKNOWLEDGEMENT

Alhamdulillah, all praise to Allah by mercy and grace period, the life, the energy that was given to me. I able to finish this individual assignment that have given by Dr. Nor Zawani Mamat@Ibrahim my lecturer on principle of entrepreneurship subject (ENT530). This assignment had been done with all effort even though a little bit problem was happened while doing this assignment. Luckily, all the problem can be settled down.

First of all, I would like to dedicate an appreciation speech to my lecturer, Dr. Nor Zawani Mamat @ Ibrahim because of the guidance and patience to guide until I can complete the assignment easily. I also excited to gain knowledge from her class. She always willing to help her students for any question if they are not understanding and clear about this assignment even though our learning through open distance learning (ODL).

On other hand, special to my beloved parents, thank you for understanding, giving moral support and constantly remind me that there is assignment that must be completed. Finally, thanks to my beloved friend that always 'give a hand' to me while complete this assignment. Hope that all afford give benefit to me and all my friends.

Thank you.

EXECUTIVE SUMMARY

Social media portfolio (Facebook) is the report about individual project of subject Principles of Entrepreneurship (ENT530). This project require student to register their business at <https://lms.go-ecommerce.my/> for Malaysia Digital Economy Corporation (MDEC) to get into their business activities. In addition, they also require to create Facebook page for them start their business

Business activities that student need to do based on this project is they have to do few tasks and one of it is posting a teaser. Teaser is a form of advertising tactic in which the advertiser teases and gives a sneak peek of the product that the buyer is about to purchase. Other than that, they also need to post hard sell, soft sell and graphics for online marketing on their Facebook page. This project takes a time to complete.

This report includes an overview of the company, an organisational structure, three (3) different types of Facebook posts (teaser, hard sell, and soft sell), and a conclusion. Essentially, this report is a recap of a student project and the strategy that they used to complete it. The method employed is really interesting and encourages students to think about how to finish it.

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1.0 GO-ECOMMERCE REGISTRATION

Go-eCommerce
BETA

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PERSONAL PROFILE BUSINESS PROFILE



SYAZARI SYA BINTI HUD

Personal Information

Name	:	SYAZARI SYA BINTI HUD	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:			:		
City	:		District	:		
State	:		Postcode	:		
Personal Facebook	:		Personal Instagram	:		
Gender	:	Female	Race	:	Malay	
Marital Status	:	Single	Special Need Required	:	No	

Institution Information

Add New

UITM Puncak Alam - NZI ENT530

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	City	:	Puncak Alam
	:		Postcode	:	42300

Go-eCommerce
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Institution Information

Add New

UITM Puncak Alam - NZI ENT530

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	City	:	Puncak Alam
	:	Bandar Puncak Alam, Selangor, .	Postcode	:	42300
District of Institution	:	Kuala Selangor		:	
Level of Study	:	Bachelor Degree	Study Status	:	Full time
Course Name	:	NZI ENT530	Class Name	:	NZI ENT 530
Subject Name	:	PRINCIPLE OF ENTREPRENEURSHIP	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	:	Yes		:	

Edit Delete



Certificate of Completion

This acknowledges that

SYAZARISYA BINTI HUD

has successfully completed

eUsahawan Course Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

The name of the business called as Strawvenger. Strawvenger is a small company that owned by Syazarisya binti Hud. This company is located at No 22A, Jalan Bestari 6D, Bandar Bestari, 42500 Klang, Selangor. The business nature of Strawvenger is household retailing because the company selling a product that all homes need this product which is stainless-steel straw. This product is small but its capabilities are huge. It can save the turtle, save the earth and the most important can save the future.



Logo of Strawvenger

Name of business	Strawvenger
Business address	No 22A, Jalan Bestari 6D, Bandar Bestari, 42500 Klang, Selangor.
Corresponding address	
Telephone number	
Form of business	Sole proprietorship
Main activities	Household retailing
Name of bank	Bank Islam Malaysia Berhad
Account number	

2.2 ORGANIZATIONAL CHART

Strawvenger is a sole proprietorship business. It is owned by only one person and is responsible for all debts. The business started small and has already started to grow. This business also has no staff because it has no capital or income to pay staff salary. Furthermore, this business form due to the simplicity, easy to set up and the cost used is very minimal.



SYAZARISYA BINTI HUD
(OWNER OF STRAWVENER)

2.3 MISSION AND VISION

Each of business must have a mission and vision to lead to success in business. Strawvenger mission is to reduce plastic straw use by giving customer an eco-friendly, hygienic and reusable stainless-steel straw alternative. This mission exists because the use of plastic straws on a daily basis is very worrying and makes marine life such as turtles become increasingly extinct in the world. If no action taken, future generations may not be able to see one of the beautiful creatures which is turtle and other marine life.





If there is a mission it is definitely followed by a vision. The vision of Strawvenger is to make Strawvenger one of the names known as a business that helps in saving the earth by selling stainless-steel straw.

2.4 DESCRIPTIONS OF PRODUCTS

Stainless-steel straw is the main product for sale. It is made of stainless steel which allows the use of stainless-steel straw to be reused without rust even after being exposed to water and air. Strawvenger provide a variety colour of stainless-steel straw such as silver, rose gold, gold and unicorn. This product can be purchased as a set or individually. Customers who buy in sets will get 1 boba straw, 1 straight straw, 1 bend straw, 1 cleaning brush and pouch. If customers are not interested in buying in sets, Strawvenger also sells stainless-steel straw individually.

Basically, this company buy stainless-steel straw in bulk and selling it to customer with affordable price. Whether the customer is in medium or high income, they are able to own a product that can make them a superhero for the world. This straw is suitable for use for teenagers and adults. By using stainless- steel straws, the probability for marine life to become extinct can be curbed.

2.5 PRICE LIST

PRODUCT	NAME AND PRICE
	<p>SET A SILVER</p> <p>RM5</p>
	<p>SET B ROSE GOLD</p> <p>RM6</p>
	<p>SET C GOLD</p> <p>RM6</p>
	<p>SET D UNICORN</p> <p>RM6</p>



BOBA STRAW

A1 SILVER - RM2

B1 ROSE GOLD - RM3

C1 GOLD - RM3

D1 UNICORN - RM3



STRAIGHT STRAW

A2 SILVER - RM1

B2 ROSE GOLD - RM2

C2 GOLD - RM2

D2 UNICORN - RM2



BEND STRAW

A3 SILVER - RM1

B3 ROSE GOLD - RM2

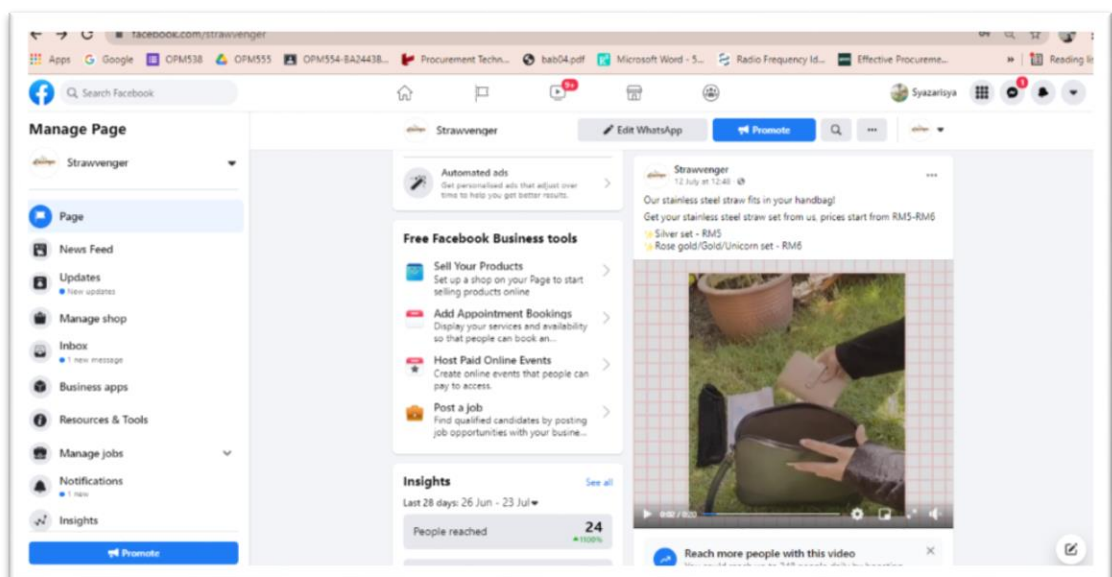
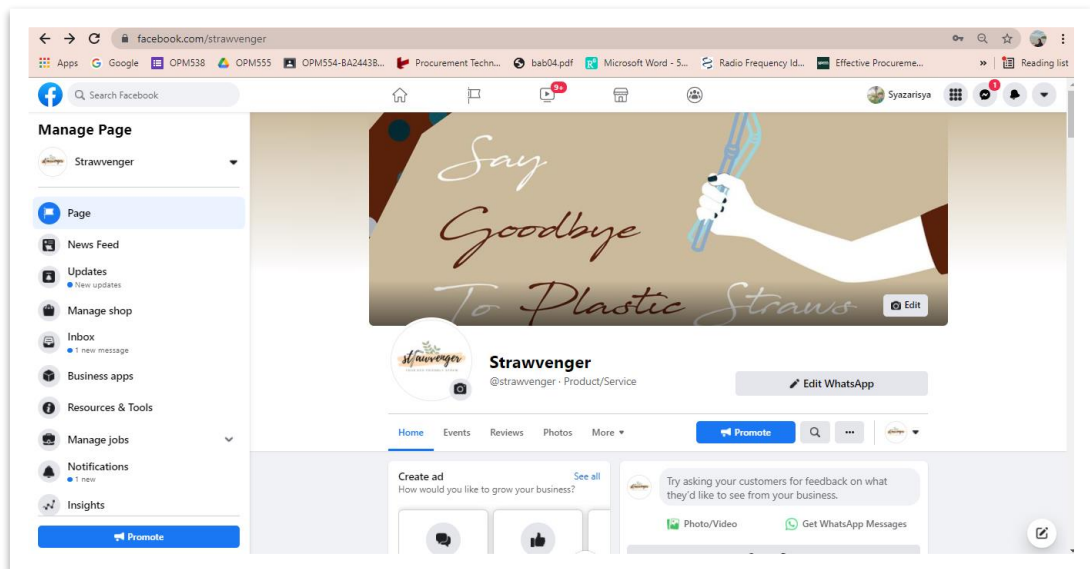
C3 GOLD - RM2

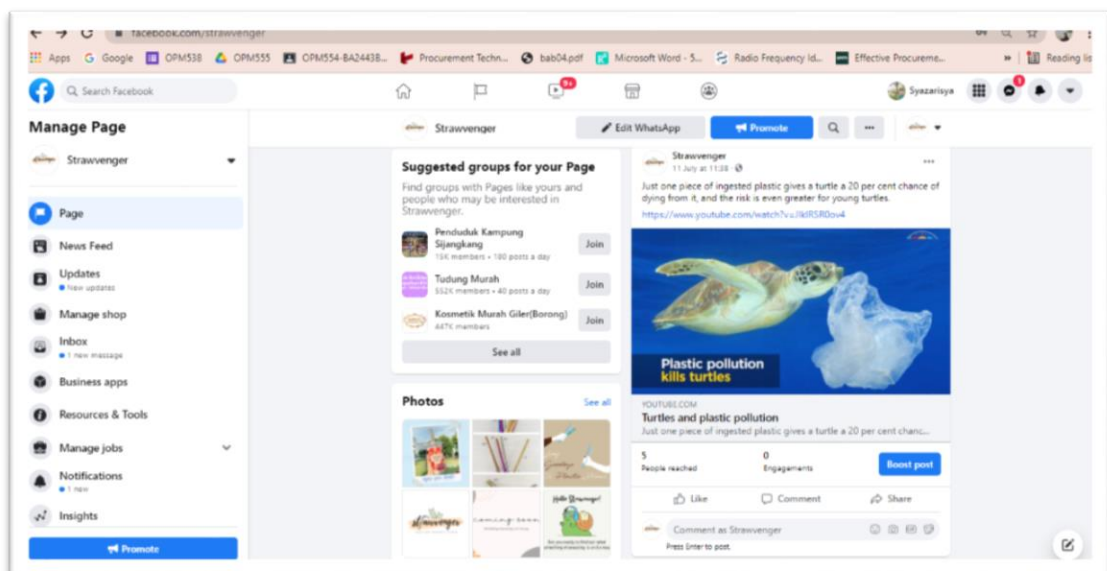
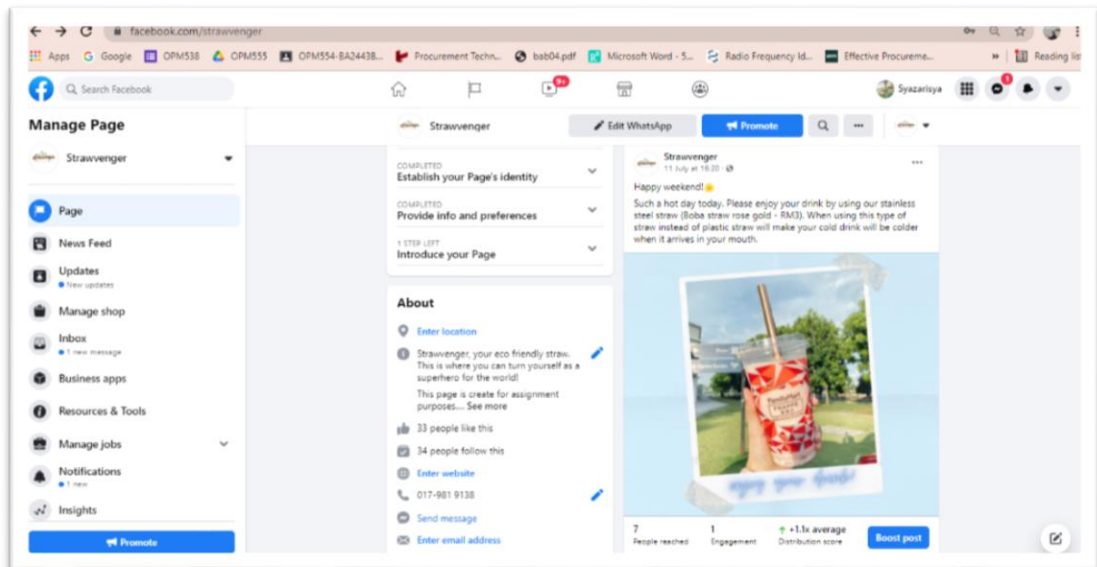
D3 UNICORN - RM2

3.0 FACEBOOK

3.1 FACEBOOK PAGE

We had created a Facebook page to make customer easier to find our business. This is also to promote our products among Facebook user, especially for those who are aware about what happen towards marine life. Not only that, we are aware that people nowadays love into online platform to make a purchase because they only need to search and find information easily. Therefore, creating Facebook page is one a good way to connect the business with customers through online. More over when this covid-19 invades the entire country. On Strawvenger Facebook page, there involve of teaser, hard sell and soft sell with the related business.



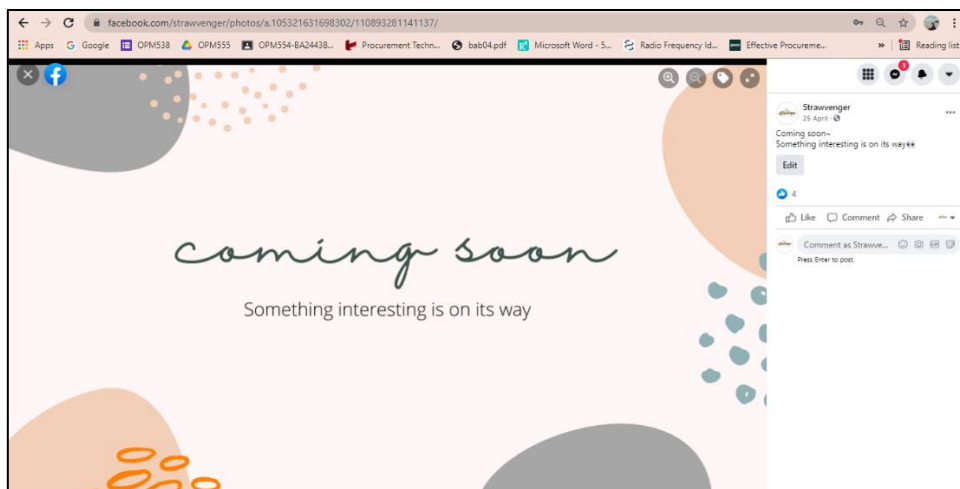


3.2 CUSTOM URL FACEBOOK (FB) PAGE

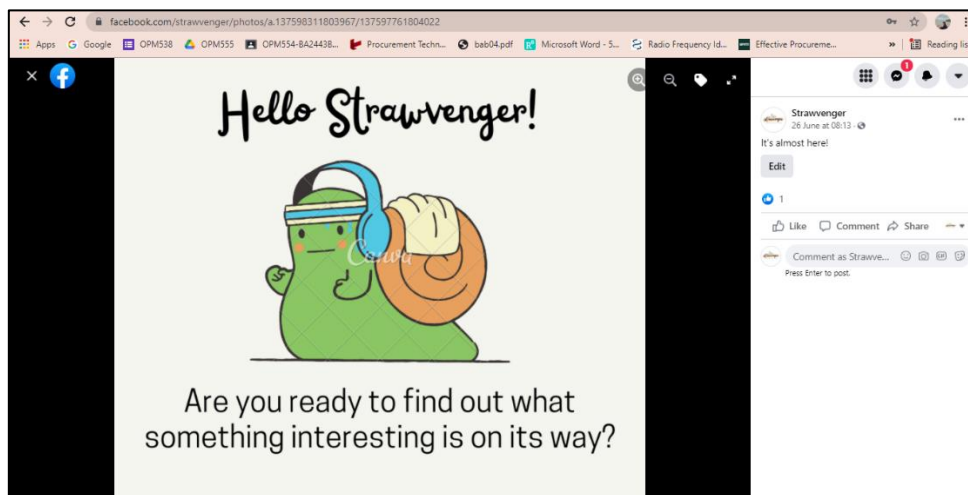
FB PAGE URL: <https://www.facebook.com/strawvenger>

3.3 FACEBOOK (FB) POST – TEASER

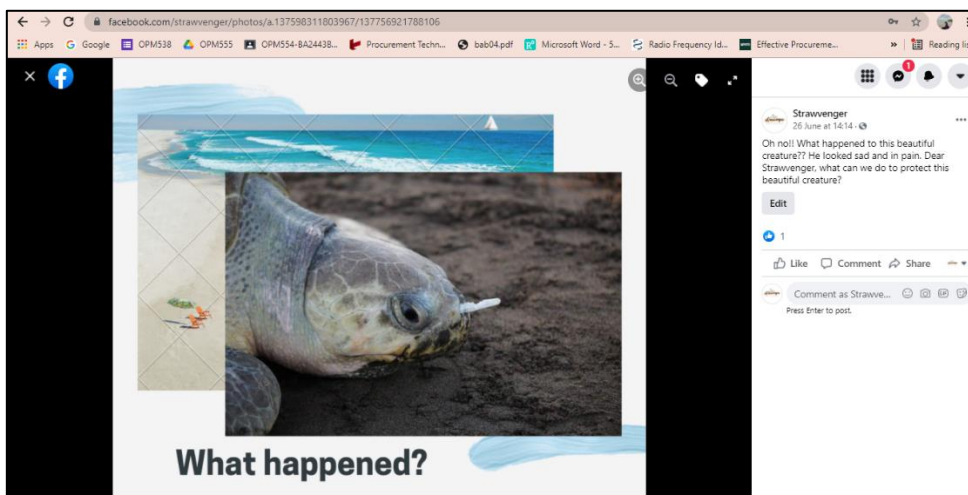
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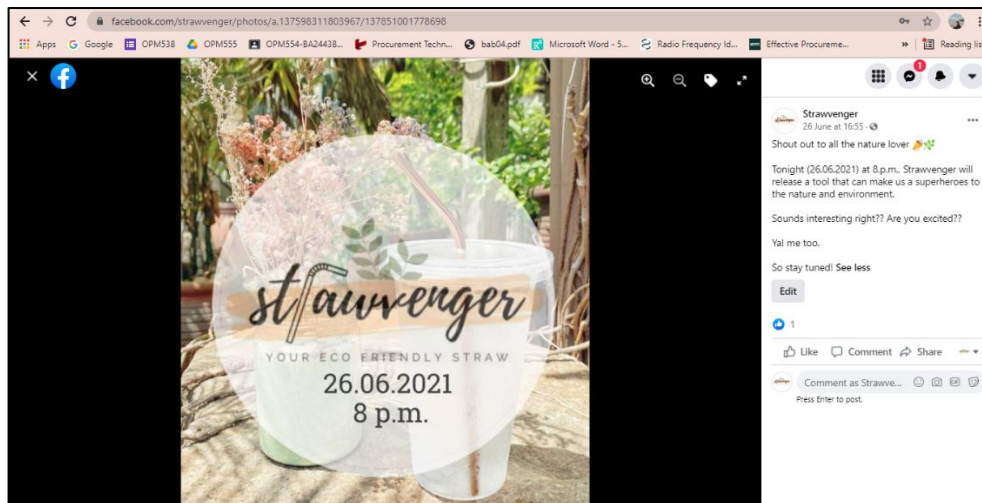
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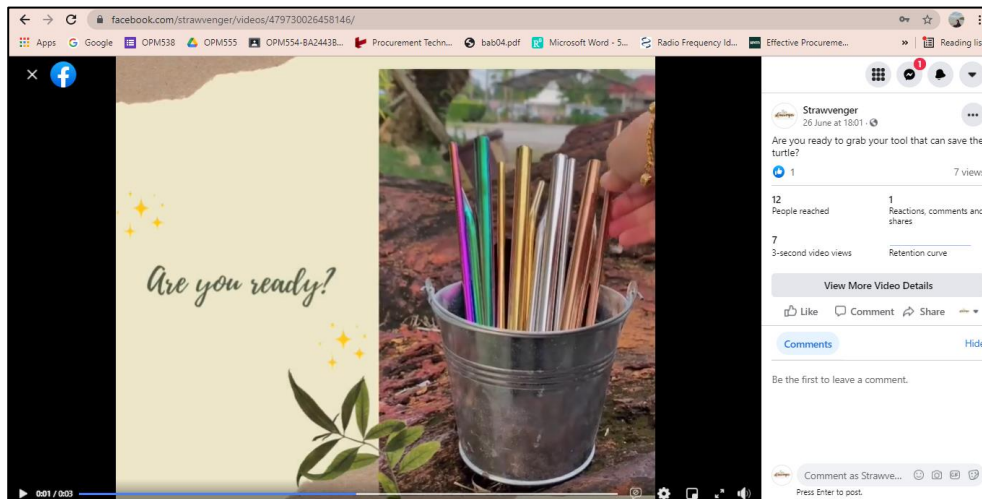
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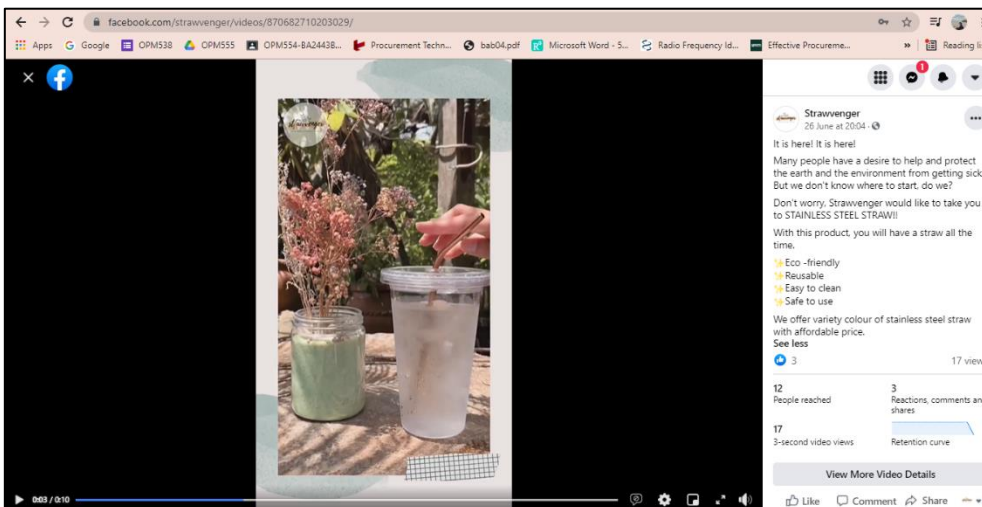
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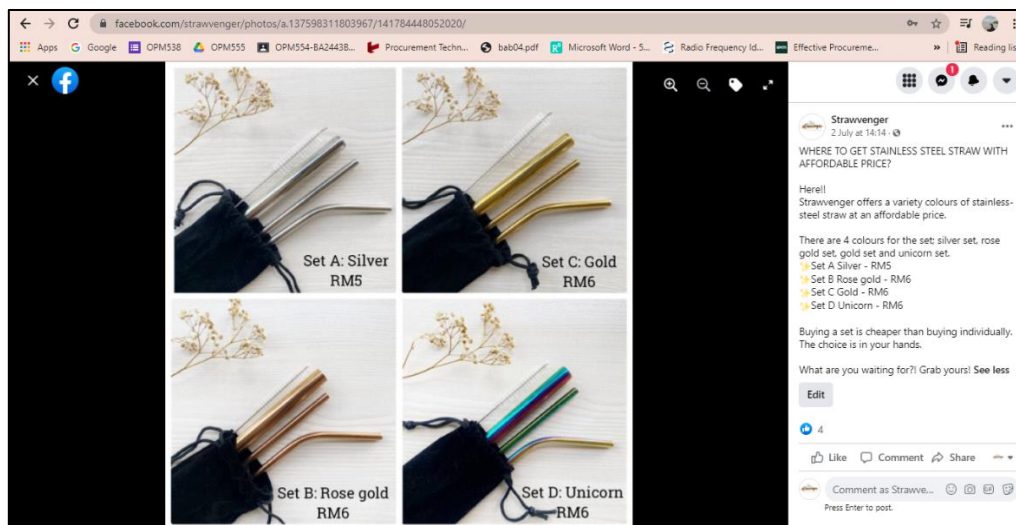


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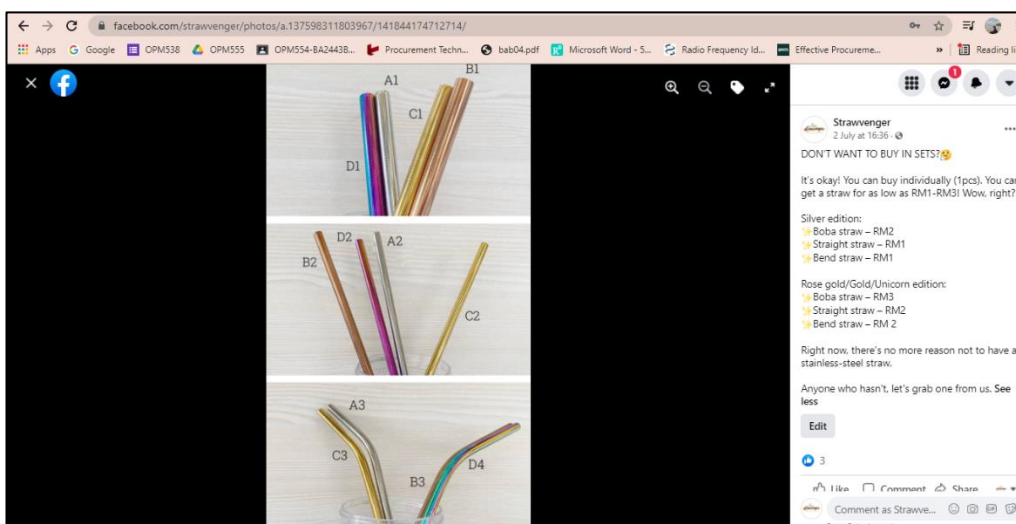


3.4 FACEBOOK (FB) POST – HARD SELL

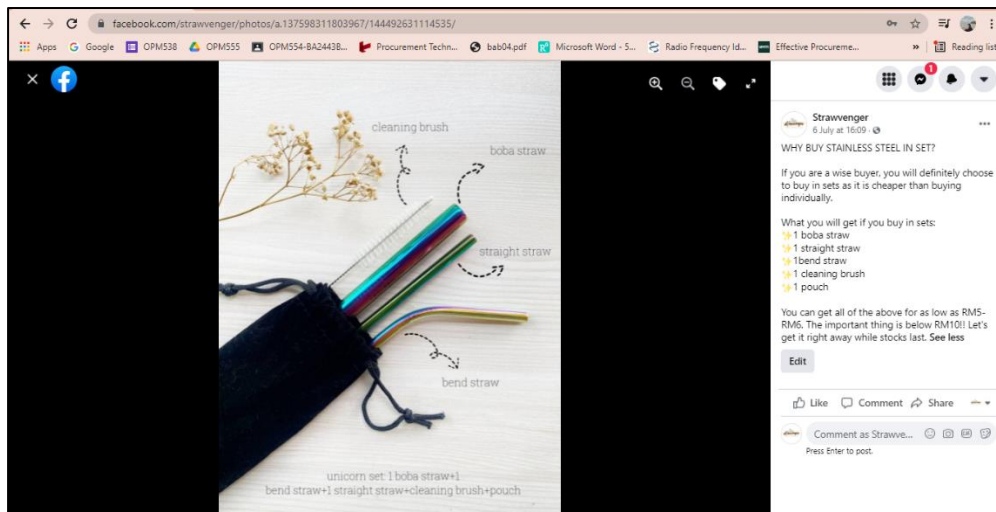
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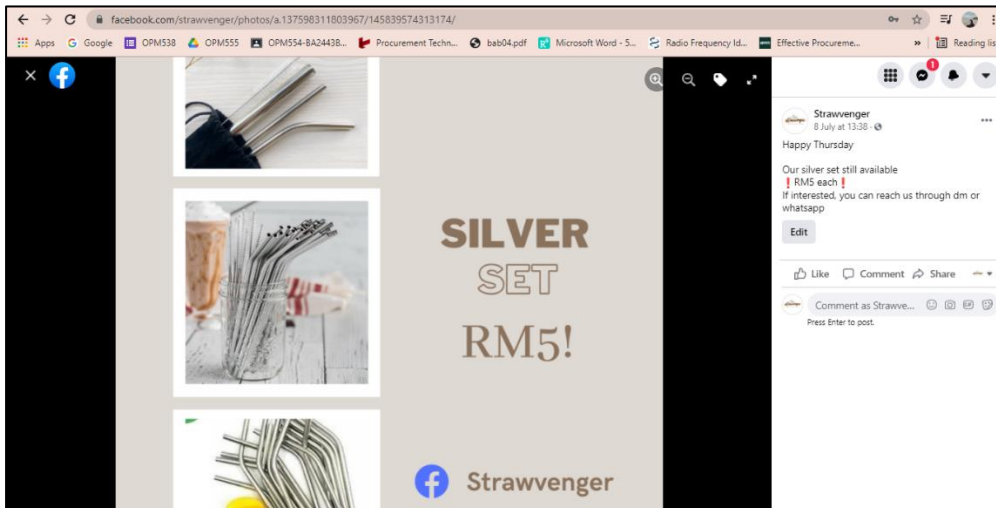
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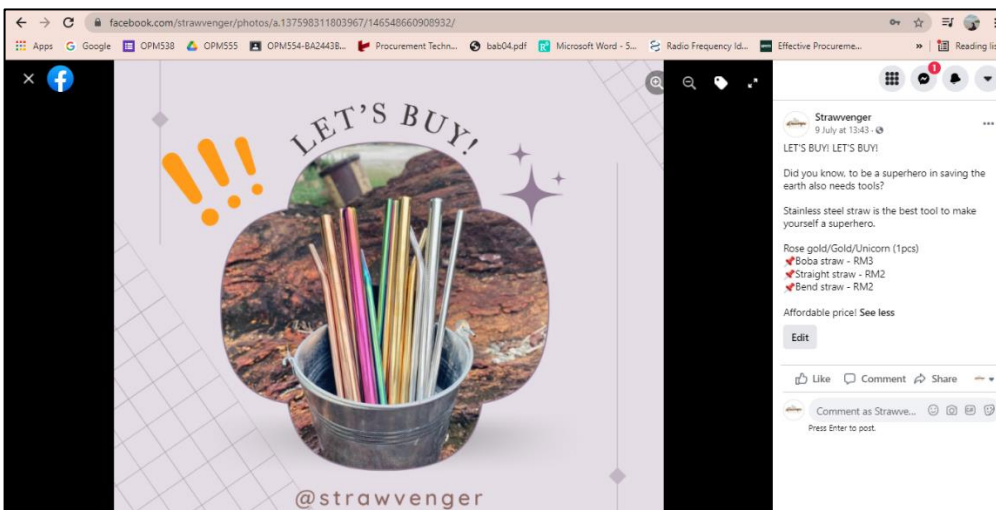
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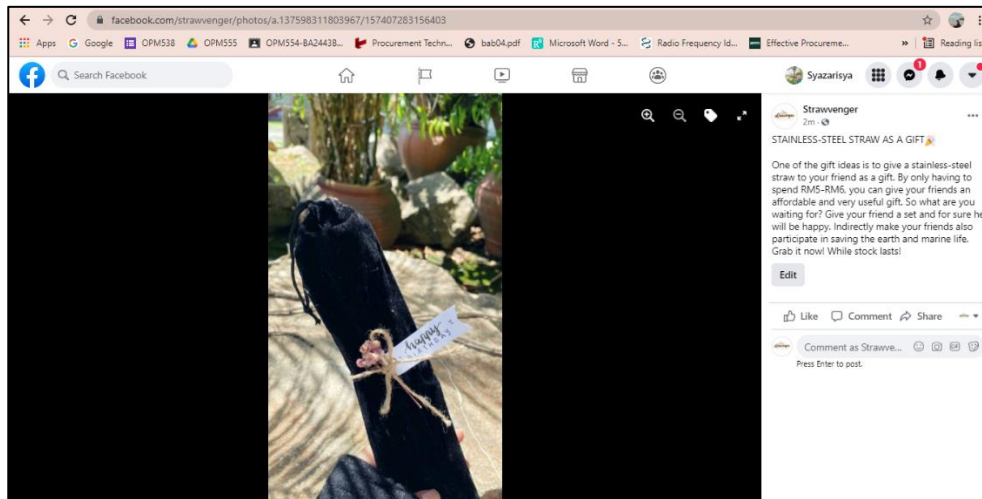
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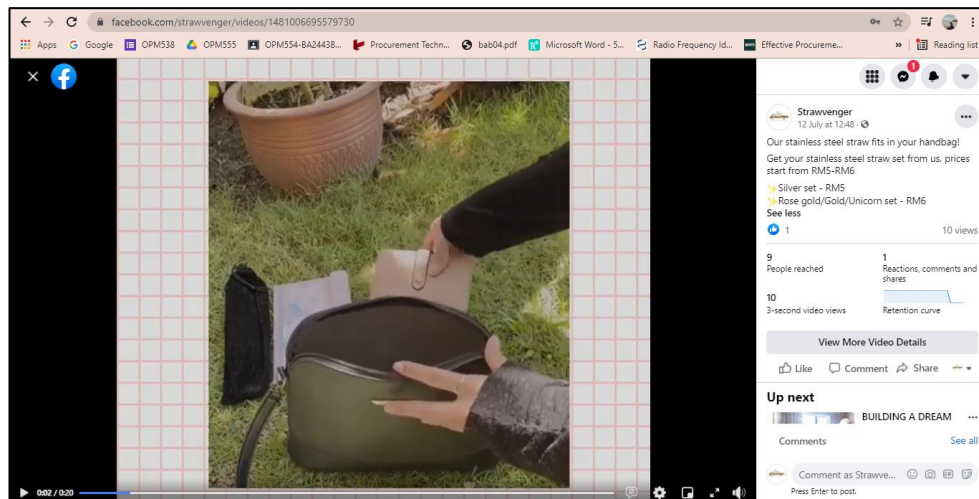
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Posting 6

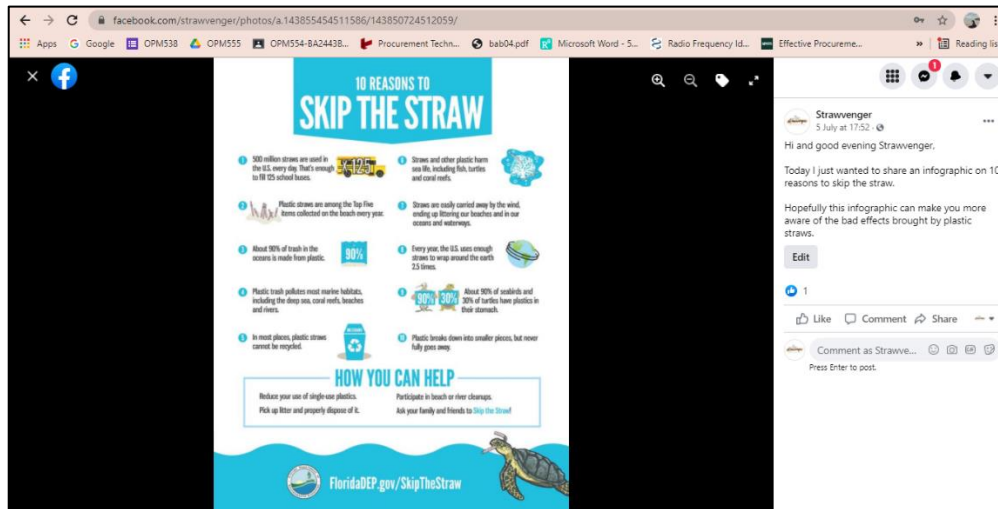


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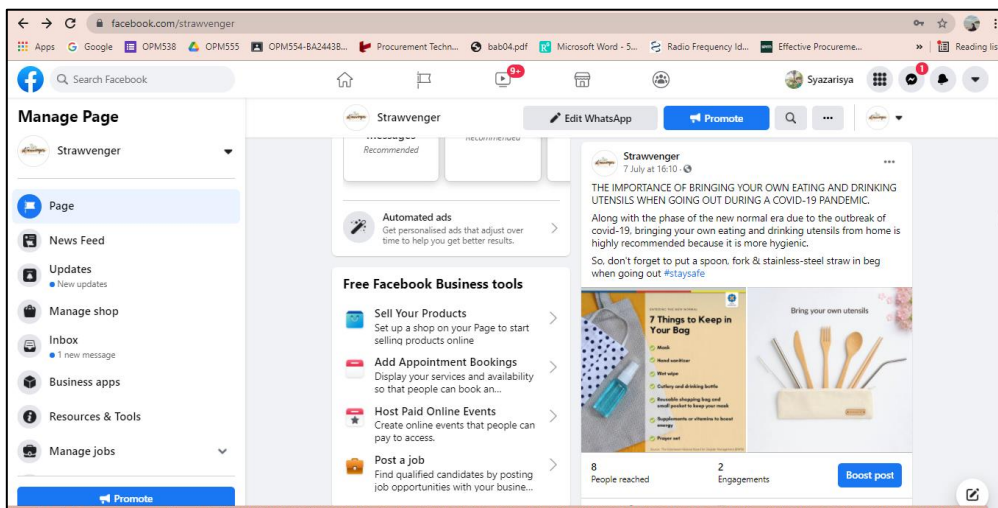


3.5 FACEBOOK (FB) POST – SOFT SELL

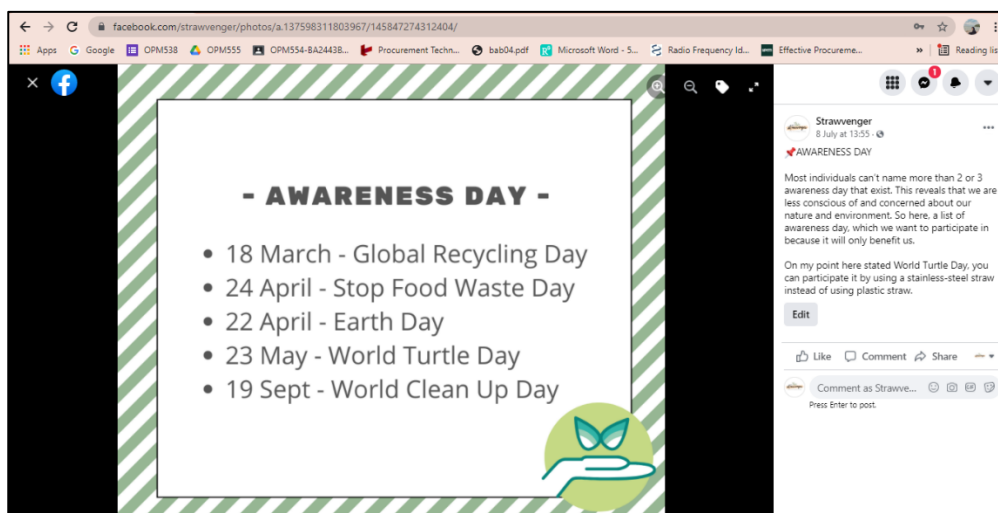
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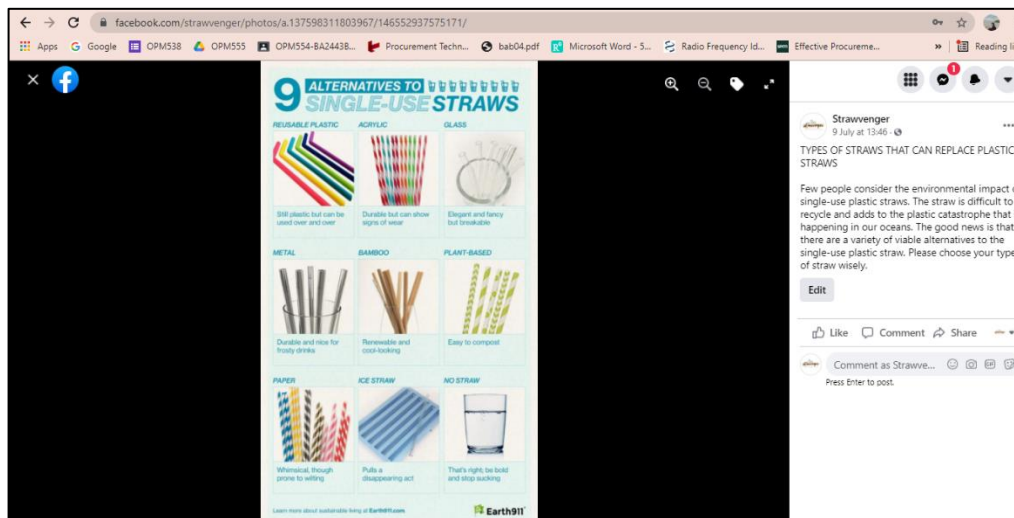
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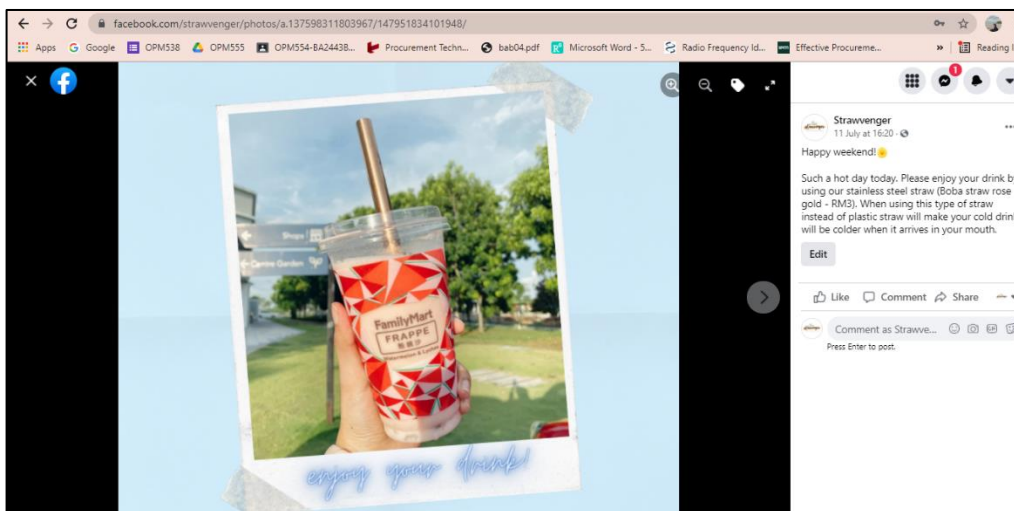
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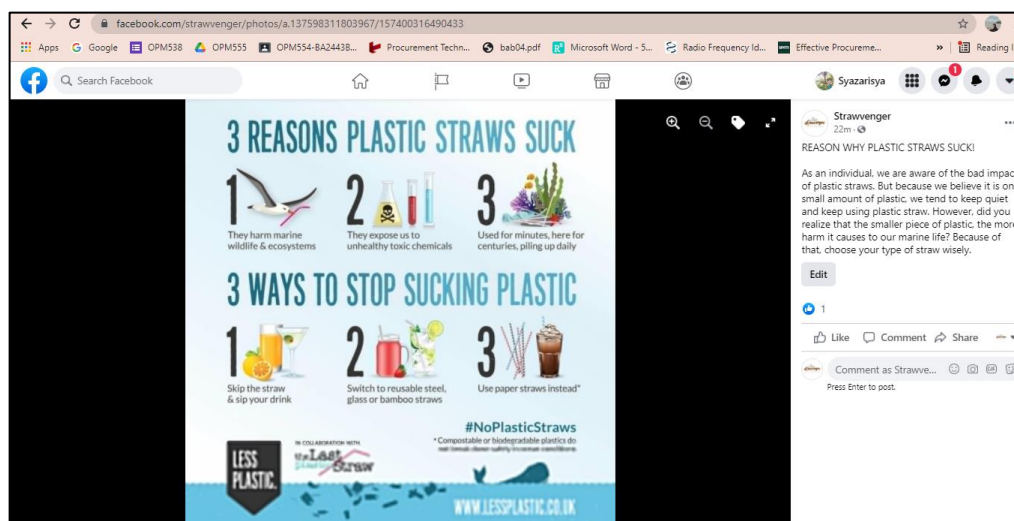
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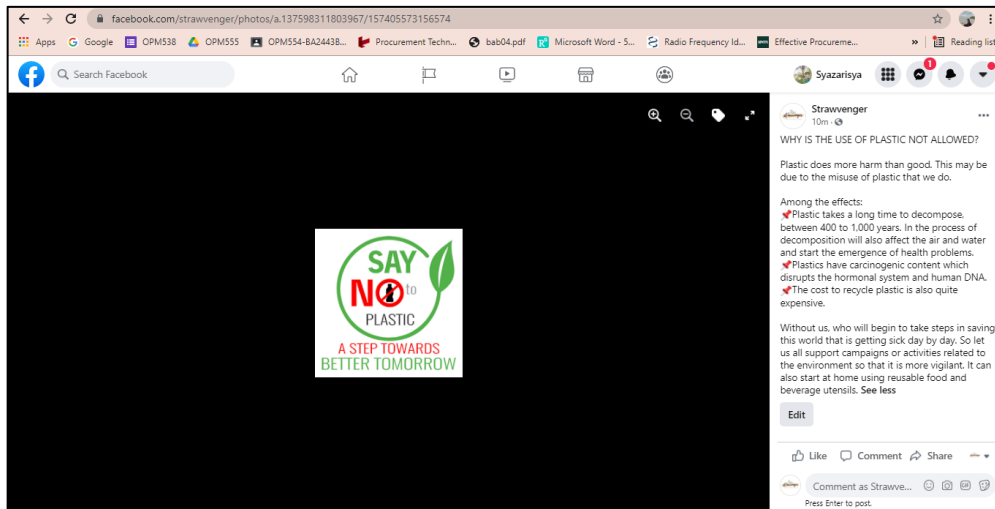
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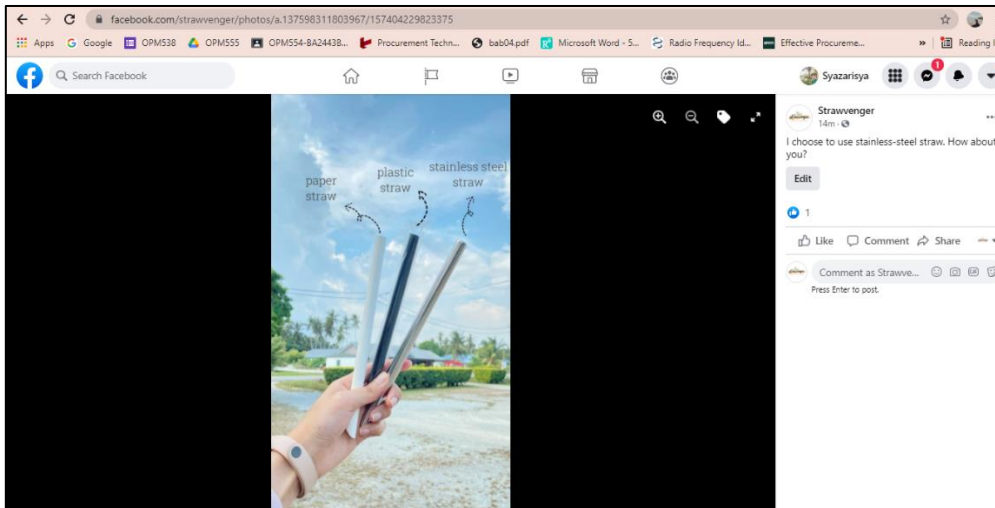
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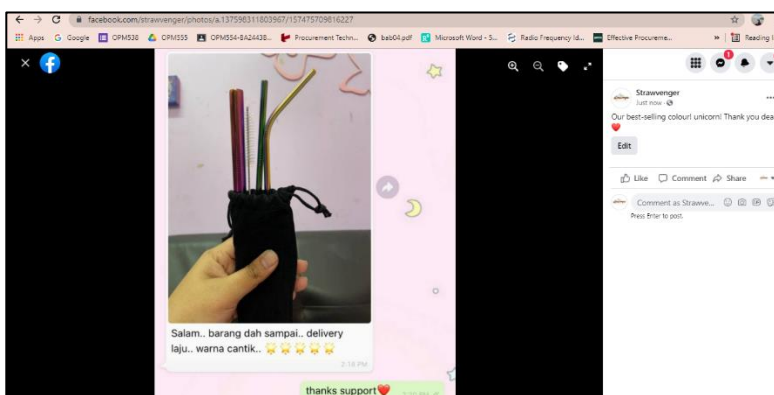
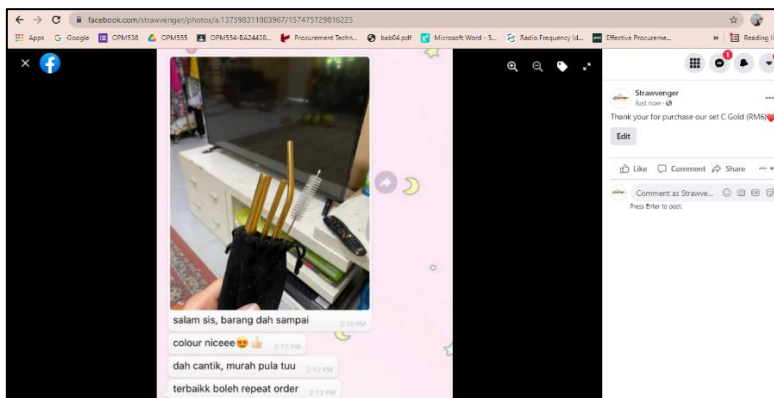
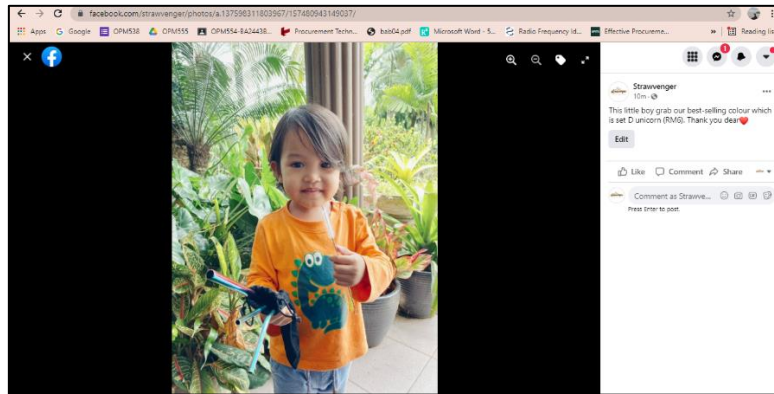
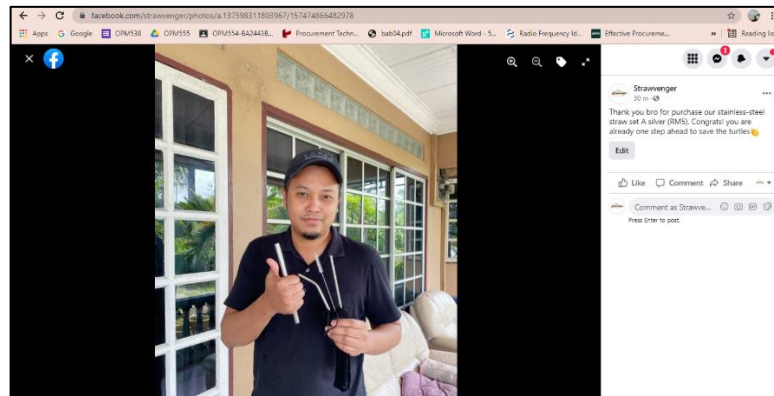
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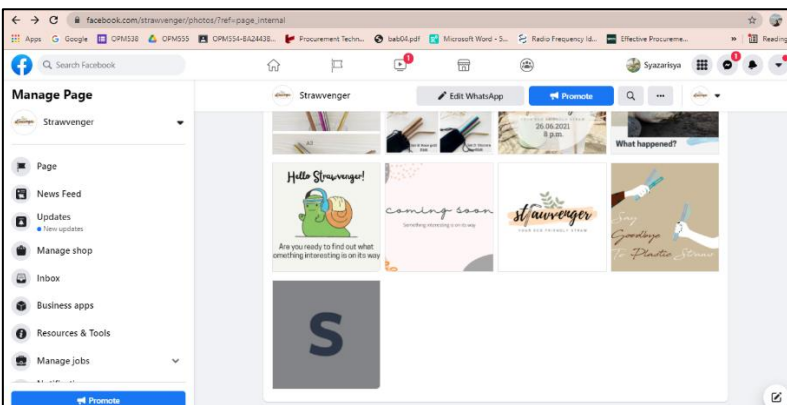
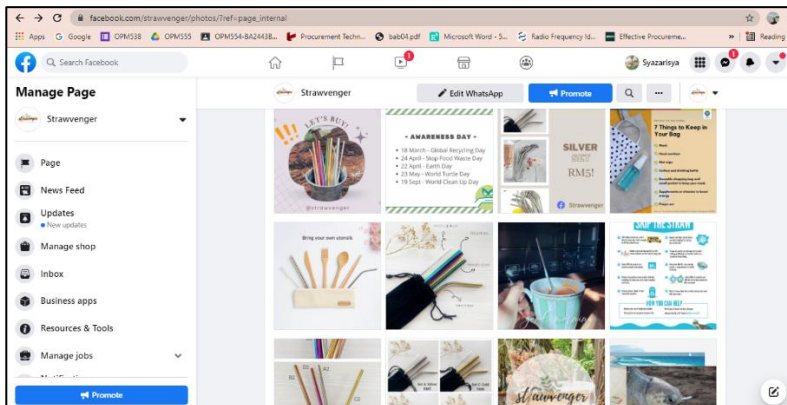
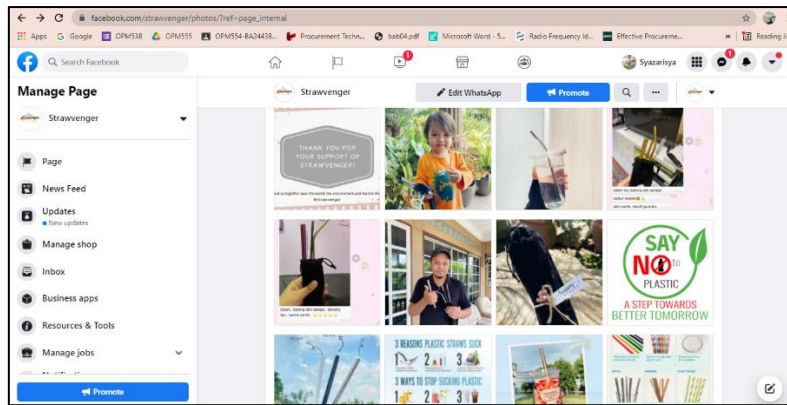


Posting 8



3.6 FEEDBACK AND GRAPHICS





4.0 CONCLUSION

Entrepreneurship can be defined as a process used by business owners to increase the value of their business. Furthermore, it entails invention and originality, both of which contribute to the business's strength. There are numerous benefits that can be achieved as a result of this social media project, Facebook, that I completed. This project requires teaser, hard sell writing and soft sell writing to be posted on the Facebook page. Each posting should be unique, and this can help to stimulate innovative thought. Apart from that, it can also motivate students to become entrepreneurs; while this project does not cover everything there is to know about becoming an entrepreneur, it is very useful for students to understand the fundamental skills of entrepreneurship, such as building a business, starting a business on Facebook to generate income, attracting customers, and so on. Because of this assignment has only a month to finish, it teaches students to be disciplined in their time management. As a result, students must plan ahead of time to finish all of their posts. Finally, completing this assignment provides students with numerous benefits and delight. This project also provides students with opportunities and confidence-building skills.