

اوَيْبُوَسِيْيَةِيْ تَيْكِنُوْلُوَكَيْ مُزَارًا UNIVERSITI TEKNOLOGI MARA



SOCIAL MEDIA PORTFOLIO

(DUO CRAFT)

PRINCIPLE OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT/

BA233 – BACHELOR OF BUSINESS

ADMINISTRATION (Hons) ENTREPRENEURSHIP

SEMESTER / GROUP CODE : 2 / 530E

NAME

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LECTURER : DR NOR HARLINA ABD HAMID

i

ACKNOWLEDGEMENT

First of all, I would like to express my deepest gratitude to our Principle of Entrepreneurship (ENT530) lecturer for giving us the valuable guidance and support throughout completing our Social Media Report Portfolio. I also would like to express my thankfulness to University of Technology Mara (UiTM) Campus Puncak Alam for giving us the opportunity to do this assignment.

In addition, we want to thank our family from both side and all our friends for all the encouragement and for sharing us the ideas and knowledge that have been very useful for this assignment. There are a few challenges that have been faced during the completion of this assignment however we are grateful that we were able to overcome these challenges thanks to them.

Last but not least, not to forget, we want to thank everyone who were involved and contributed, both directly and indirectly, in our project. Without their help, we would not be able to complete this assignment successfully. We appreciated it so much. We hope with all the efforts that have been put in this report, we can gain good marks.

Once again, thank you.

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EXECUTIVE SUMMARY

DUO CRAFT is a new online business and was founded by Amanda and Jennysa on 14th April 2022. For now, Duo Craft have two products which Crochet Bucket Hat and Paintings. Customers also can order their own custom-made design, both crochet bucket hat and paintings, at affordable and reasonable price.

The main objective is to continuously provide the best handmade craft ideas with the best service possible. Furthermore, we mainly use Facebook as a platform to promote their products and to connect with our customers. The main reason is because many people nowadays spend most of their time on social media, hence, it allows us to reach our prospects easily and it gives us more opportunities in order to increase our brand awareness.

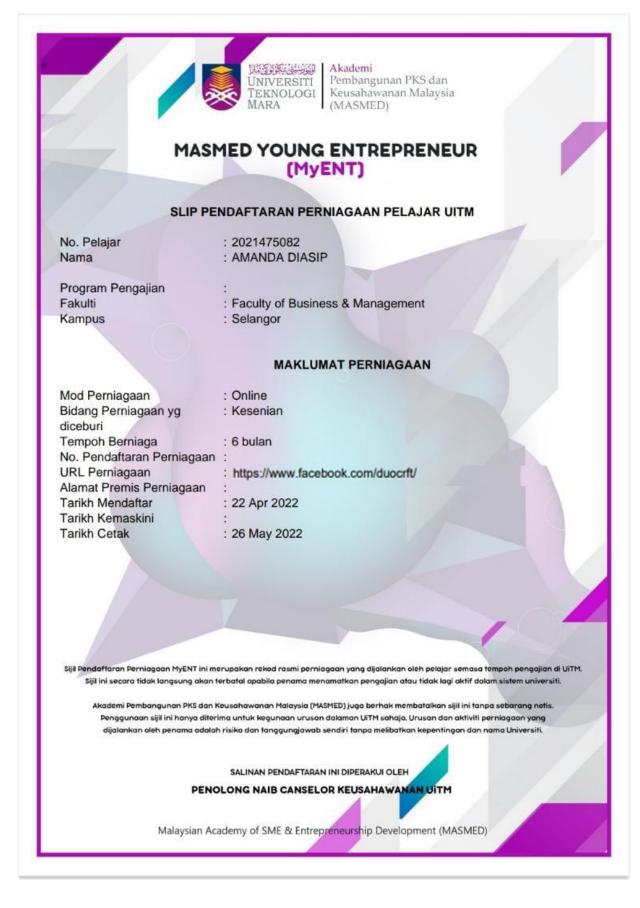
Our online business so far has been very well received as we are able to create loyal customers. As a proof, Duo Craft's Facebook page has successfully gained a total of 109 likers and 123 followers in less than two months. In addition, Duo Craft frequently posts their Facebook Page and communicate with their customers through the online platform and also through WhatsApp. Customers also can choose method of delivery whether cash on delivery method or by courier delivery service. Duo Craft's social media portfolio includes business registration's certificate such as Go-Ecommerce, MyENT and SSM and creating soft sell, hard sell, and teasers to attract customers.

1.0 GO-ECOMMERCE CERTIFICATE





2.0 MyENT CERTIFICATE





Akademi

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No. Pelajar Nama : 2021485404 : JENNYSA ERLEY EDWIN

Program Pengajian

Fakulti Kampus : IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) KEUSAHAWANAN : Faculty of Business & Management

: Selangor

MAKLUMAT PERNIAGAAN

: Online
: Kesenian
: 1 tahun
: 202203117380
: https://www.facebook.com/duocrft/
+
: 23 Apr 2022
: 25 May 2022
: 25 May 2022

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PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

3.0 SSM REGISTRATION (PARTNERSHIP)

Form A
REGISTRATION OF BUSINESS RULES 1957
[RULE 3] - PORTAL
BUSINESS REGISTRATION

Reference No:

EB-A2022050500496

INFORMATION OF OWNERS (* Mandatory field)

1.*NAME OF OWNER	JENNYSA ERLEY EDWIN
 *DATE OF BIRTH (dd/mm/yyyy) 	23/03/2001
3. *NATIONALITY	MALAYSIAN
	IF PERMANENT RESIDENT, STATE COUNTRY OF ORIGIN
4. *PERSONAL OLD IDENTIFICATION NO	5.*COLOUR BLUE
MYKAD	and the second se
MYPR	
PASSPORT	
POLICE	
ARMY	
6.*SEX	Female
7.*RACE	DUSUN
8.*RESIDENTIAL ADDRESS	
9. *TOW	N KOTA KINABALU
10.*POSTCOD	
11.*STAT	E SABAH
12.TELEPHONE	FAX
13.E-MAIL	and the second sec
14.*OWNERSHIP	PARTNERSHIP
SUBMISSION DATE (dd/mm/yyyy)	10/05/2022

	Form A	
	ION OF BUSINESS RULES 1957	
	[RULE 3] - PORTAL	Reference No:
BUS	INESS REGISTRATION	EB-A202205050049
1.*NAME OF OWNER	AMANDA DIASIP	
 *DATE OF BIRTH (dd/mm/yyyy) 	08/08/2000	
3. *NATIONALITY	MALAYSIAN	
	IF PERMANENT RESIDENT, STATE COUN	
4. *PERSONAL OLD IDENTIFICATION NO		5.*COLOUR BLUE
MYKAD		
MYPR		
PASSPORT		
POLICE		
ARMY		
6.*SEX	Female	
7.*RACE	KADAZAN	
8.*RESIDENTIAL ADDRESS		
9.*TOWN	PENAMPANG	
10.*POSTCODE	89507	
11.*STATE	SABAH	
12.TELEPHONE		FAX
13.E-MAIL		
14.*OWNERSHIP	PARTNERSHIP	
SUBMISSION DATE (dd/mm/yyyy)	10/05/2022	

Norna Perniagaan Normbor Pendaflaran : DUO CRAFT : 202203117399 (003397325-K)



** MAKLUMAT PEMILIK PERNIAGAAN TERKINI **

NAMA	: JENNYSA ERLEY EDWIN
ALAMAT KEDIAMAN	
NO K/P (LAMA)	
NO K/P (BARU)	
TARIKH LAHIR	: 23-03-2001
BANGSA	DUSUN
JANTINA	PEREMPUAN
KEWARGANEGARAAN	WARGANEGARA MALAYSIA
TARIKH MASUK	: 14.04-2022
LARIER MASUE	. 10-00-2022
NAMA	: AMANDA DIASIP
ALAMAT KEDIAMAN	
NO K/P (LAMA)	
NO K/P (BARU)	
TARIKH LAHIR	: 08-08-2000
BANGSA	: KADAZAN
JANTINA	: PEREMPUAN
KEWARGANEGARAAN	: WARGANEGARA MALAYSIA
TARIKH MASUK	: 14-04-2022

MAKLUMAT YANG DIBEKALKAN ADALAH EKSTRAK DARIPADA DOKUMEN YANG TELAH DIDAFTARKAN DENGAN PENDAFTAR.

PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA TARIKH : 12/05/2022

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.

UserID : EZBIZ Tarikh :Thu May 12 11:00:32 MYT 2022

2/2

4.0 INTRODUCTION OF BUSINESS

4.1 Name and Address of Business

Duo Craft is a business name that was decided by both of the partner's ideas and creativity. The combination of these two words, Duo and Craft, representing a collaboration between both owners and mainly focused by their own talent in handmade craft. Our business motto is "Handmade Crafts Made with Love" which shows that our product will be made by hand with care, love and trust. As for our target market, Duo Craft mostly targeting teenagers and adults around the age of 13 till 60 years old especially for those who main interest is in handmade craft such as crochet and painting.



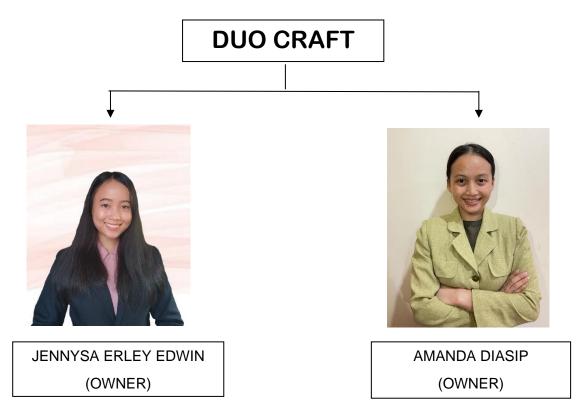
Figure 4.1.1 Duo Craft's Official Logo

Name of Business	Duo Craft
Business Address	
Dusiness Autress	
Corresponding Address	
Telephone Number	
Form of Business	Partnership
Main Activities	Retail sales of crafts product such as
	_
	crochet bucket hat and paintings
Date of Registration	11 May 2022
Registration Number	202203117380
Account Holder	Bank Islam
	Maybank
Type of Account Used	

Figure 4.1.2 Duo Craft's Business Information

4.2 Organization Chart

The business form for Duo Craft is Partnership. The main reason why we choose partnership to start up a new business is because we can share the workload. Furthermore, both of us have a different skill in creating craft as for now. For instance, Jennysa was in charge in crocheting while Amanda was in charge in painting. As both of us are students, we found that this kind of business is more convenient when it comes in dividing our works and customer's orders. Therefore, Duo Craft's organizational chart has only two owners.



4.3 Mission and Vision

It is clear to say that in every business, they have their own mission and vision that they have set up in order to run their business according to their goals and expectation that they want to achieve. Same goes with Duo Craft, we have made our own mission and vision, based on what we want to achieve in short term and long term.

Mission

- To provide the best customer service to our customer
- To offer our customers the lowest possible prices
- To consistently achieve high growth with the higher levels of productivity

Vision

• Duo Craft strive to be the most Popular Craft Store in Sabah

4.4 Description of Product and Services

There are only two mains product that we will focus on for our business which is crochet hat that is needed to be knit with a yarn. This yarn has different sets of colours that is provided for the customer to choose up to their likings. Moreover, this crochet hat can be custom made or sell with readymade product. Customer that prefers to custom made hats can be chosen with their own design, colours and ideas. Therefore, for painting, it can also be custom made by the customer up to their preferences. Readymade stocks are also provided for them to choose. They can choose their own painting colours, pictures, favourite band and others. It can be a portrait of their families, friends, partners and etc. The canvas's size that we provide is A4 paper.

4.5 Price List

Туре	Products	Price
Crochet Bucket Hat		RM20
Painting	HAPPY Binthlay OPHELIA	RM30

Figure 4.5 Duo Craft's Price List

5.0 FACEBOOK (FB)

5.1 Facebook Creation and Likes

As a start for our business, we had created a Facebook page. Facebook page is one of the medium social media that is easy to connect to our customer through online than physical This is because in order to promote our product effectively, we need to gain attention first for our handmade crafts among Facebook user especially for those who are near to our area. Moreover, we are well aware that in our area, people are keener with the use of social media. More people can easily find and search for our business's information with just one click. Up until now, we had posted a lot of teaser, soft sell and hard sell for public viewing.



Figure 3.1.1 Duo Craft's Facebook Page

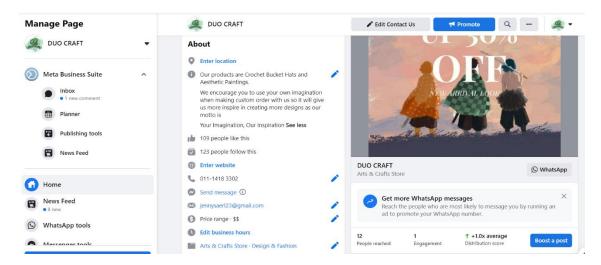


Figure 5.1.2 Duo Craft's Facebook Page

5.2 Customizing URL Facebook (FB) Page

...

...

https://www.facebook.com/duocrft

5.3 Facebook (FB) Post - Teaser

DUO CRAFT Apr 26 · 🕄

hello guys, our product will release soon !!

guess what we will be selling?

#3daysmore



Figure 5.3.1 Duo Craft's Teaser



Have you guys guessed what will we launch? 88

外 Clue : its in the PICTURE

#2daysmore



Figure 5.3.3 Duo Craft's Teaser

guess what everyone? 😯 😯 our product will be launched within 12 hours from now 😳 😳 😅 😅 and yes u saw it, our next product to be sell is PAINTING 🥪 🖊

A dont forget to like and follow our page to keep up with our new design and ideas 😏 😏

stay tune 📘

#12hoursleft #handmadeideas #painting



Figure 5.3.2 Duo Craft's Teaser



Hello everyone, so here another sneak peek before D-Day 😅 対

Crochet bucket hat is one of the product that were going to be launched within one day 🔯 ---

#1daymore #handmadecrafts #crochetbuckethat



Figure 5.3.4 Duo Craft's Teaser



* WELCOMEE TO OUR PAGE

IT'S D-DAYY GUYSS 🚞

If u see this post means we are opening it now so what are you waiting for ? lets start surveying on what we are selling \bigcirc

...

...

#itsDday #handmadeideas #openingnow



Figure 5.3.5 Duo Craft's Teaser



Down below are the hints for our new upcoming products that will be release at exactly 9.00 p.m .

Can you guess which one is it?

CAN YOU CUESS OUR BIC NEWS? (A) we have proven the existence of unicorns (B) we'll released a new theme for our products	E	BIG NEWS	
we'll released a new theme for			
		we'll released a new theme for	

Figure 5.3.7 Duo Craft's Teaser



* ATTENTION *

WITHIN 24 HOURS WE WILL BE HAVING A SPECIAL KAAMATAN PROMOTION BECAUSE TADAU KAAMATAN IS JUST AROUND THE CORNER \checkmark

STAY TUNE GUYSS 👖

Figure 5.3.6 Duo Craft's Teaser



...

Another 1 hour to go !! And yes its a new theme for our products 🐸 Do you guys guess it correct ?

Feel familiar with this colors?

Then, feel free to let us know in the comment 😏





Figure 5.3.8 Duo Craft's Teaser

5.4 Facebook (FB) Post – Copy Writing (Hard Sell)



for more info. dm us :

https://wa.me/message/DVMYNN5BWBLKE1

🖖 BUY MORE SAVE MORE 🐓



CO Tressa Avien and 3 others

Figure 5.4.1 Duo Craft's Hard Sell



If it is, then grab yours now before its out of stock!! Please noted that stock is limited so first come first serve ya 😏

DM us to order now on messenger or on ws https://wa.me/message/DVMYNN5BWBLKE1



Figure 5.4.4 Duo Craft's Hard Sell



A shoutout to all green lovers 💙 🐤

Our new stock has finally landed today!! Choose your own design and the colour of your choice!! We will surely turn it into the greatest magic. 🥆 🗡

Color stock is limited, so get yours now before it's unavailable 😏

Feel free to dm us for more info.



Figure 5.4.2 Duo Craft's Hard Sell

DUO CRAFT
🥌 May 10 at 7:58 PM · 🕄

Any purple lover here? we got you some good news 00

Now available purple colour 💛 LIMITED STOCK so grab yours now !!

so HURRY UP!! DM US TO ORDER NOW https://wa.me/message/DVMYNN5BWBLKE1



Like Comment ↔ Share Figure 5.4.5 Duo Craft's Hard Sell



...

Is it Pink + Blue, or only Plain Blue or Pink? 🤔

Still wondering what colour is more suitable for your own bucket hat? Well use this and choose your design now!!

P This colour is limited edition and ONLY AVAILABLE FOR 2 PCS OF BUCKET HAT so hurry order with us now before its sold out 😅 😅



🕑 😮 Joan Everley and 7 others

2 shares 🧕

...

...

Figure 5.4.3 Duo Craft's Hard Sell

DUO CRAFT May 4 at 6:41 PM · 🕄 **AESTHETIC PAINTING**

...

featuring Bubblegum of Powerpuff Girls 💙

only 1 pcs is available meaning that the stock is LIMITED so hurry grab yours before its sold out 😏

for more info, dm us: https://wa.me/message/DVMYNN5BWBLKE1

#limitedstock #aestheticpainting



Figure 5.4.6 Duo Craft's Hard Sell



🖉 KAAMATAN PROMOTIONS 🌾

NOT JUST OUR CROCHET BUCKET HATS, BUT OUR AESTHETIC PAINTINGS ARE ALSO ON PROMOTIONS 👙

VALID UNTIL 29 MAY 2022 👖

DONT WAIT TILL THE END

DM US TO ORDER NOW:

https://wa.me/message/DVMYNN5BWBLKE1

HORE SAVE MORE



🕑 Joan Everley and 2 others

Figure 5.4.7 Duo Craft's Hard Sell



REMINDER

Our F Kaamatan Promotions F will end at 29 May 2021

So what are you waiting for? DM us to order now

HORE SAVE MORE



Figure 5.4.10 Duo Craft's Hard Sell



...

CHECKERED CROCHET BUCKET HAT 💛 🎔

inspired from Tanjiro of Demon Slayer

freesize fit up to 60 cm **RM20** only 2 pcs are available

stock is LIMITED so dont wait for too long guys ! ...

DM US TO ORDER NOW :

https://wa.me/message/DVMYNN5BWBLKE1

BUY MORE SAVE MORE



Figure 5.4.8 Duo Craft's Hard Sell

...



...

CHECKERED CROCHET BUCKET HAT 🌸 🖤

...

inspired from Nezuko of Demon Slayer

freesize fit up to 55 cm RM20 only 2 pcs are available

stock is LIMITED so dont wait for too long guys !

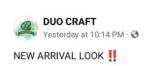
DM US TO ORDER NOW : Phttps://wa.me/message/DVMYNN5BWBLKE1

🖖 BUY MORE SAVE MORE 🔆



Figure 5.4.9 Duo Craft's Hard Sell 2

...



ONLY VALID UNTIL 29 MAY 2022

HURRY, CHECK ON OUR LATEST POST 🐎



Figure 5.4.11 Duo Craft's Hard Sell



PAW BUCKET HAT 🐾 🤎

freesize fit up to 60 cm only 2 pcs available RM20

so dont wait for too long guys ! 😏

interested with this design but want a different colour? sure can 😅

DM US TO ORDER NOW : Phttps://wa.me/message/DVMYNN5BWBLKE1



🕑 Joan Everley and 2 others

Figure 5.4.12 Duo Craft's Hard Sell



YES U JUST SAW IT !!

PURCHASE YOUR OWN FOR OVER RM50 THEN YOU WILL GET A FREE GIFT

LIMITED TIME ONLY VALID UNTIL 27TH MAY 2022

DON'T WAIT FOR TOO LONG GUYS

DM US TO ORDER NOW : Phttps://wa.me/message/DVMYNN5BWBLKE1



Figure 5.4.15 Duo Craft's Hard Sell



...

BEE BUCKET HAT 🐝 💛 🎔

freesize fit up to 60 cm RM20 only 2 pcs are available

stock is **LIMITED** so dont wait for too long guys !

*colour may differ due to the lighting

DM US TO ORDER NOW : https://wa.me/message/DVMYNN5BWBLKE1

SAVE MORE SAVE MORE



Figure 5.4.13 Duo Craft's Hard Sell



...

DUO CRAFT Wed at 3:46 AM · 🚱

Are you more into a classic, minimalist type?

Then, this kind of bucket hat might be a perfect match for you 😏

CLASSIC BUCKET HAT

freesize fit up to 60 cm LIMITED STOCK (only 2 pcs available) RM20

Grab now before its out of stock

DM US TO ORDER NOW : >https://wa.me/message/DVMYNN5BWBLKE1



 [™] Like

 [©] Comment

 [©] Share

 Figure 5.4.16 Duo Craft's Hard Sell



...

freesize fit up to 60 cm RM20

only 2 pcs are available

stock is **LIMITED** so dont wait for too long guys !

DM US TO ORDER NOW : Phttps://wa.me/message/DVMYNN5BWBLKE1

🖖 BUY MORE SAVE MORE 🐤



Figure 5.4.14 Duo Craft's Hard Sell



...

...

KAAMATAN PROMOTIONS

Here's the tip : You can purchase your order of crochet bucket hat together with your family or your friends to enjoy

VALID UNTIL 28 MAY 2022

this LIMITED TIME OFFER from us

DONT WAIT TILL THE END

DM US TO ORDER NOW:

https://wa.me/message/DVMYNN5BWBLKE1

🔆 BUY MORE SAVE MORE 🔆



Figure 5.4.17 Duo Craft's Hard Sell

5.5 Facebook (FB) Post – Copy Writing (Soft Sell)

...

...

DUO CRAFT May 12 at 10:37 PM · 🕄

#FUNFACTSWITHDUOCRAFT

did you know this?

amazing isn't? 😅

remember every painting that we see has its own meaning depends on who see it and how they elaborate it 😏 🖃

psst wanna something memorable? has a deep meaning on it? dont worry we got you covered 🌫

be the artist and we will paint it just for you 🥪 🥖

for more info, do dm us :

https://wa.me/message/DVMYNN5BWBLKE1

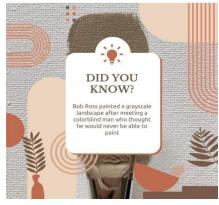
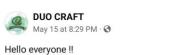


Figure 5.5.1 Duo Craft's Soft Sell



For your information, we will deliver your crochet bucket hat together with this gift box 🎁 汁

Beautiful isn't? 🔡



Figure 5.5.4 Duo Craft's Soft Sell



for those who have been wondering why there is a keychain in their box 🎁 🕯

Is it free gift or maybe admin put it in the wrong order?

well, the answer is *drumroll pls 🕁 🎶

YESS IT IS A FREE GIFT YAYY 🔯

this small BUT overload with cuteness keychain is free gift from us for every purchase of crochet bucket hat that you have make with us 🤫 and we will give it randomly to give it more surprise 😏

exciting isn't? 🝟

not only got cute crochet bucket hat but also a cute keychain meaning that #DOUBLECUTE



Figure 5.5.2 Duo Craft's Soft Sell

DUO CI	RAFT	•••
May 18 a	at 9:57 PM · 🚱	
#FUNFACTSW	/ITHDUOCRAFT	

I bet you didn't know this, right?

Amazing isn't? Then, grab your own custom made painting from us now 😅 Its maybe look cool to hang it in your room or anywhere you want

Do dm us to order your own choice of painting !!



Figure 5.5.5 Duo Craft's Soft Sell



...

#FUNFACTSWITHDUOCRAFT

Another day means another fact

This is the price for our product 🗳 🐆

So what are you waiting for?

DM US TO ORDER YOUR OWN NOW !! https://wa.me/message/DVMYNN5BWBLKE1



Like

...

...

↔ Share C Comment

Figure 5.5.3 Duo Craft's Soft Sell



your crochet bucket hat is already out of shape but dont be panic yet because we got u covered 😂

by just following this 3 simple easy instructions, then wait for the magic happen

abracadabra poof 🗡 🖖

here you go, your favourite crochet bucket hat will turn back into its own shape or perhaps a new shape 🐸 💓

feel free to dm us for more info: https://wa.me/message/DVMYNN5BWBLKE1

your HOW TO SHAPE crochet





1 share

Figure 5.5.6 Duo Craft's Soft Sell

🕒 Amanda Diasip



#FUNFACTSWITHDUOCRAFT

sound funny right? unfortunately this kinda weird fact is actually TRUE

amazing isn't?

then, what are you waiting for? grab your own design crochet bucket hat from us 😅 😅

feel free to contact us for more info https://wa.me/message/DVMYNN5BWBLKE1





THINGS YOU NEED TO KNOW ABOUT #PURPLE

...

Sometimes, we will get a bit confused about choosing colors for our design. To use color effectively in your designs, you need to understand the meaning of the colors as well as the use of the colors

So here information for you to understand the purple color

Do purple colors meet your desire?

Contact us for more info :

https://wa.me/message/DVMYNN5BWBLKE1



Figure 5.5.10 Duo Craft's Soft Sell



#FUNFACTSWITHDUOCRAFT

Is your favourite colour's green? Dont you think this colour might be cool to become your bucket hat? -

pm us for more info: https://www.facebook.com/crftnco/

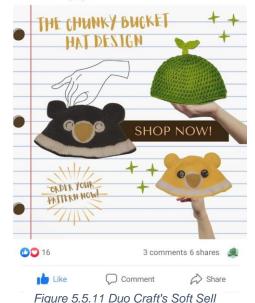


Figure 5.5.8 Duo Craft's Soft Sell

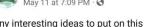


CROCHET BUCKET HATS I are now available for only RM20. Yes, you heard that right, ONLY RM20 😅 😸

so what are you waiting for? Grab your design and order now 📘



...



any interesting ideas to put on this white empty canvas?

...

what is it? aesthetic? minimalist?

enjoy choosing your design and we will surely turn it into the greatest magic *poof 🐆 🗡

feel free to dm us for more info: https://wa.me/message/DVMYNN5BWBLKE1



Figure 5.5.9 Duo Craft's Soft Sell



#FUNFACTSWITHDUOCRAFT

Sometime you must be thinking why we choose crochet to start a business with. Actually, crochet is adorned by society. Luckily, today we were going to share some amazing facts about crochets !! 😏

Here are the facts that you might interested in.

Want to own your own crochet bucket hat? Then, we suggest you to order it with us 🐸

Feel free to dm us for more info about this amazing facts



1. The first substantive evidence of crocheted fabric emerges in Europe during the 19th century



Like

 Often used in places like schools, hospitals and nursing homes as a way for overactive kids and those with mental health difficulties to focus and relox.

3. Improve a variety of skills, including your hand-eye coordination, creativity, logic, mathematics and patience

4. Reduce the risk of

Joan Everley and 5 others .

> C Comment Share

Figure 5.5.12 Duo Craft's Soft Sell

DUO CRAFT May 11 at 7:09 PM · 🕄



#FUNFACTSWITHDUOCRAFT

I bet you didn't know this, right?

Gains interest on crochet?

Then, why not order your own design with us now !!

Feel free to dm us for more info



Like Comment ↔ Share

Figure 5.5.13 Duo Craft's Soft Sell



...

Why you should purchase with us?

This is because not just our bucket hat but also all our crochet things is made of soft cotton yarn which will make you feel it comfortable to wear.

We offer more lower prices in comparison to others and most importantly you may choose your own design and your desired colour for only RM 20 !!

Fyi, we also provide a customize painting so you can choose your own design and the rest just left it to us.

*colours may also differ due to the lighting



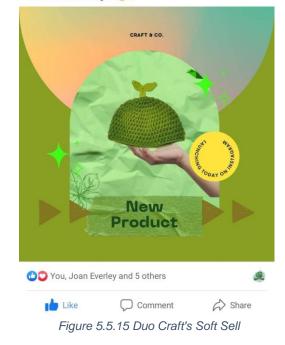
Figure 5.5.14 Duo Craft's Soft Sell

...



Are you still thinking about our crochet? 🤔 Choose your design now! 😂 😂 We can make your dream crochet into magic 😏 🚼

...



...





Figure 5.5.16 Duo Craft's Soft Sell



...

PAINTING is another word for feeling 🌹 🥪

Agree with us? Then, you must have a heart of an artist 😏

Gains more interest on painting? Then, what are you waiting for?

DM us to order now !!



🕐 You, Cyrillester Jornity and 9 others Figure 5.5.17 Duo Craft's Soft Sell

5.6 Frequency of Posting

Duo Craft's Facebook Page currently have 42 posting in total and still ongoing for a newer post every day. The total teaser, hard sell and soft sell posts started from April 26th till 30th is 8. While in May, there are 34 posts for the total of teaser, hard sell and soft sell. According to figure 3.6.1 shows that the Duo Craft's Facebook Page of publishing tools in function to view our most engaging post and calculating that the Facebook Page has reached to viewers. In addition, the most engage post was on 29th of April as it is Duo Craft's grand opening.

← Post Insights

717 314		
Post Reach Engageme		ick
Posts ? 38 posts published in the last 28	3 davs.	
MOST ENGAGING	RECENT	
MOST ENGAGING POSTS		
		430
HATS (are now April 29	V Engagements	79
Hello everyone, so	Reach	290
here another sneak April 28	Engagements	33
Juning AESTHETIC	Reach	38
PAINTING May 4	Engagements	17
Have you guys	Reach	57
guessed what will w April 27	I Engagements	13
Is it Pink + Blue, or	Reach	97
only Plain Blue or Pl May 6	Engagements	12

Figure 5.6.1 Duo Craft's Frequency Posting

Page Activity

Your Page was visited 290 times in the past 28 days.

Þ	New Page Likes	91
Ø	New Followers	93
	Clicks to your Website	0
C	Phone Number Clicks	0
\Diamond	Get Directions Clicks	0
5	Page Button Clicks	2
0	New Check-ins	0

Discovery ?

740	290	
Page Reach	Page Views	
▲ 683 last 28 days	▲ 218 last 28 days	

Audience

109 Total Page Likes • 91 last 28 days



Amanda Diasip, S.N. Jolina Loh and 107 other people like your Page

See More > Figure 5.6.2 Duo Craft's Frequency Posting

5.7 Graphic

5.7.1 Graphic for Teaser







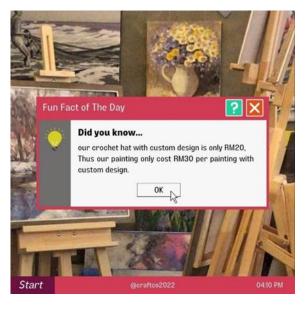


.....



5.7.2 Graphic for Copywriting (Soft Sell)











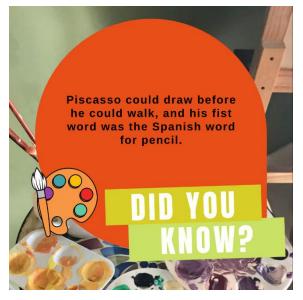


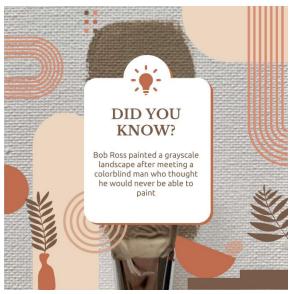














#FUNFACTS

1. The first substantive evidence of crocheted fabric emerges in Europe during the 19th century

 Often used in places like schools, hospitals and nursing homes as a way for overactive kids and those with mental health difficulties to focus and relax.

3. Improve a variety of skills, including your hand-eye coordination, creativity, logic, mathematics and patience.

4. Reduce the risk of Alzheimer's by 30–50%

5. Prove to help with insomnia, stress, anxiety, and depression



DID YOU KNOW?

Knitting was not invented by people, but by a careless sheep. In 2BC, a stray sheep fell into a massive pile of small sticks and, after writing about for an hour or so, came out out with a perfectly knitted jumper on its back (now on display at the Kent Museum of Historical Jumper).



Did You Know ?

The name "green" is related to the Old English word "green," the term for the color of living plants. Second most popular favorite color, after blue. In China, green jade represents virtue and beauty. Considered as the color of peace. Representing the hope and joy of spring.

5.7.3 Graphic for Copywriting (Hard Sell)































5.8 Sales Report



Figure 5.8.1 Duo Craft's Sales Report

Business Name	Date	Тур е	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
DUO CRAFT	26/04/2 022	onli ne	Social Media		50				3 CROCHET BUCKET HATS	25/05/2 022
DUO CRAFT	02/05/2 022	onli ne	Social Media		40				2 CROCHET BUCKET HAT	25/05/2 022
DUO CRAFT	10/05/2 022	onli ne	Social Media		35				1 CROCHET BUCKET HAT	25/05/2 022
DUO CRAFT	22/05/2 022	onli ne	Social Media		60				3 CROCHET BUCKET HAT	25/05/2 022
DUO CRAFT	21/05/2 022	onli ne	Social Media		100				2 PAINTINGS	28/05/2 022

Figure 5.8.2 Duo Craft's Sales Report

Month	Customer Reference	Receipt
April	Clanie, Taman Kuala Menggatal, Sabah • Ordered 2 Crochet Hat • Paid in Online transfer • RM 40	Image: State Stat
May	Jason, Taman Bukit Sepanggar, Sabah Ordered 3 Crochet Hat Paid in Online transfer RM 50	Cransfer Money C Successful Rf 239675600 26 Apr 2020, 88:57:10 pm To Count Count Number 10052029759308 Brank Name JENNYSA ERLEY EDWIN Tarasfer Hype Count Tarasfer Hype Count DuitNow to Account DuitNow to Account Wars 50, 60 Mars 50, 60
May	 Amanda, Pekan Menggatal, Sabah Ordered 3 Crochet Hat Paid in Online transfer RM 60 	Interviewer Date Varies Tere State Sta

May	 Evelyn, Ship to Kuala Lumpur Ordered 1 Crochet Hat Paid in Online transfer RM 35 	Waybank Duithow Transfer Reference ID Sassersystem Beneficiary account number Dois 2022 7550 85 Reference ID Beneficiary account number Dois 2022 7550 85 Reference ID Beneficiary account number Dois 2022 7550 85 Reference ID Beneficiary account number Dois 2022 7550 85 Reference ID Beneficiary account number Dois 2022 7550 85 Reference ID Dois 2022 7550 85
May	 Ophelia, Penampang Ordered 2 custom made paintings Paid in Online Transfer RM100 	HongLeongBank HongLeongIslamic Bank Status : Successful Date & Time : 21 May 2022 04:15PM Transfer Amount (MYR) : 100.00 Reference No. : 202205214LBBMYKL0100RM68998331 From : Pay&Save Account

Figure 5.8.3 Duo Craft's Sales Evidence

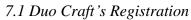
6.0 CONCLUSION

Social media is a powerful platform for business of all sizes, whether large or small in order to reach the customers. Though these social media postings, we not only can advertise our product, but we also can develop a two-way communication with the public. Moreover, we think Facebook is one of the great social media platforms for business however we then realize that in order to use this platform effectively, we need to have a good marketing strategy. By using the right technique to promote on social media can bring huge success to our business, increase the brand's awareness, and generate a lot of sales

This subject, Principle of Entrepreneurship (ENT530) helped us a lot in improving our entrepreneurial skill as well as our communication skill. Furthermore, we are grateful to be able to learn about copywriting. It is definitely something very useful if we ever want to start up an online business for real in the future. We also have learned that copywriting definitely will strengthen more our brand image. Thus, we must focus on delivering the copywriting in a high quality in order to enhances our brand message and image which will allow us to be more desirable to our target customer's point of view.

To be concluded, this assignment really helped us a lot in giving us approach in business environment. Back then, we really want to set up a business but did not know where to start or where to refer however with doing the task for this assignment, thankfully we were able to set up a real business. It was a really great experience from doing all the registration until finishing this social media portfolio. We were also glad that our business gains a lot of attention which resulting us to gain more profits. Thus, this knowledge and experience really benefits us to survive in business environment in the future.

7.0 APPENDIX





7.2 Turnitin Percentage

SIMIL	4% ARITY INDEX	11% INTERNET SOURCES	0% PUBLICATIONS	9% STUDENT PAPERS
PRIMAR	RY SOURCES			
1	Submit Student Pape	ted to Universiti	Teknologi MA	RA 7
2	WWW.CC	oursehero.com		3
3	ir.uitm. Internet Sou	-		3
4	Submit Student Pape	ted to Segi Unive	ersity College	1

Exclude quotes Off Exclude bibliography On Exclude matches Off