



اُنِيْوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مِيْاَرَا
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

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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





Certificate of Completion

This acknowledges that

AMANDA DIASIP

has successfully completed



eUsahawan Course Level 1 – Go Digital

organised by



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

2.0 MyENT CERTIFICATE

	 UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	: 2021475082	
Nama	: AMANDA DIASIP	
Program Pengajian	:	
Fakulti	: Faculty of Business & Management	
Kampus	: Selangor	
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	: Online	
Bidang Perniagaan yg diceburi	: Kesenian	
Tempoh Berniaga	: 6 bulan	
No. Pendaftaran Perniagaan	:	
URL Perniagaan	: https://www.facebook.com/duocrft/	
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	: 22 Apr 2022	
Tarikh Kemaskini	:	
Tarikh Cetak	: 26 May 2022	
<p>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.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UiTM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2021485404
Nama : JENNYSA ERLEY EDWIN
Program Pengajian : IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN)
KEUSAHAWANAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Kesenian
Tempoh Berniaga : 1 tahun
No. Pendaftaran Perniagaan : 202203117380
URL Perniagaan : <https://www.facebook.com/duocrft/>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 23 Apr 2022
Tarikh Kemaskini : 25 May 2022
Tarikh Cetak : 25 May 2022

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.

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SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR 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
2. *DATE OF BIRTH (dd/mm/yyyy)	23/03/2001
3. *NATIONALITY	MALAYSIAN
IF PERMANENT RESIDENT, STATE COUNTRY OF ORIGIN	
4. *PERSONAL IDENTIFICATION NO	OLD
5.*COLOUR	BLUE
MYKAD	
MYPR	
PASSPORT	
POLICE	
ARMY	
6.*SEX	Female
7.*RACE	DUSUN
8.*RESIDENTIAL ADDRESS	
9.*TOWN	KOTA KINABALU
10.*POSTCODE	88450
11.*STATE	SABAH
12.TELEPHONE	
13.E-MAIL	
14.*OWNERSHIP	PARTNERSHIP
SUBMISSION DATE (dd/mm/yyyy)	10/05/2022

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

Reference No:

EB-A2022050500496

1.*NAME OF OWNER	AMANDA DIASIP		
2.*DATE OF BIRTH (dd/mm/yyyy)	08/08/2000		
3.*NATIONALITY	MALAYSIAN		
	IF PERMANENT RESIDENT, STATE COUNTRY OF ORIGIN		
4.*PERSONAL IDENTIFICATION NO	OLD		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		

Nama Perniagaan : DUO CRAFT
Number Pendaftaran : 202203117389 (001397325-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

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.

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.



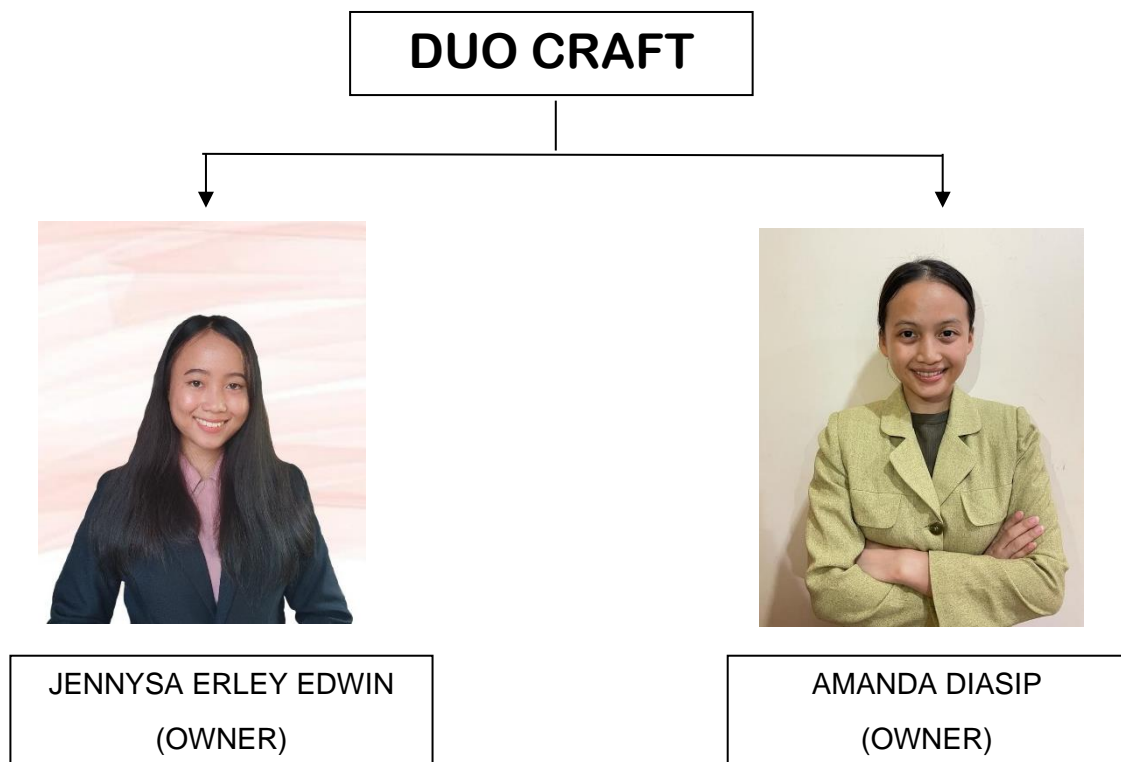
Figure 4.1.1 Duo Craft's Official Logo

Name of Business	Duo Craft
Business Address	
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 main products 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


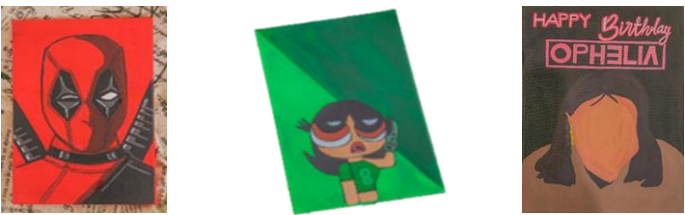
Type	Products	Price
Crochet Bucket Hat		RM20
Painting		RM30

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.

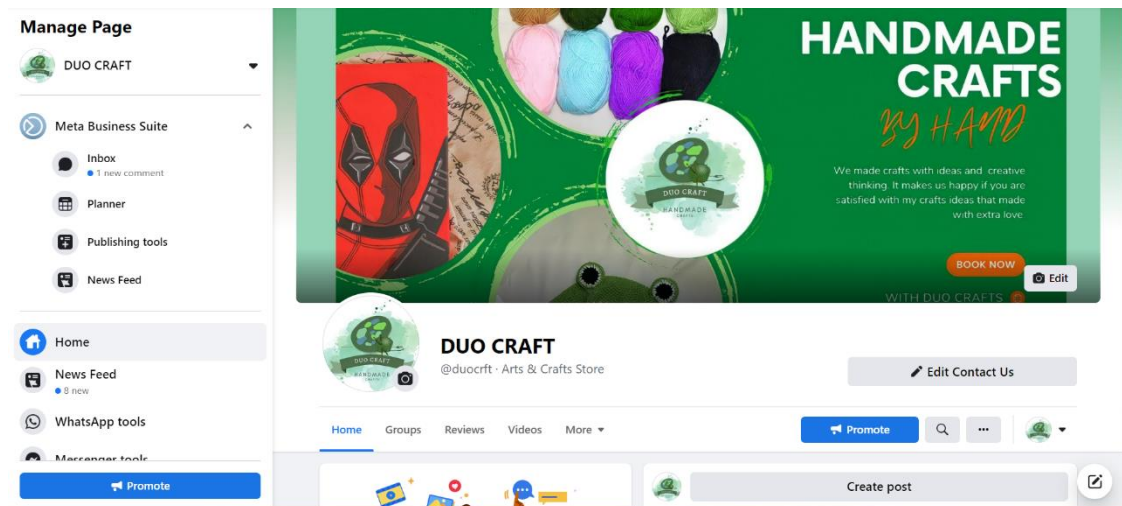


Figure 3.1.1 Duo Craft's Facebook Page

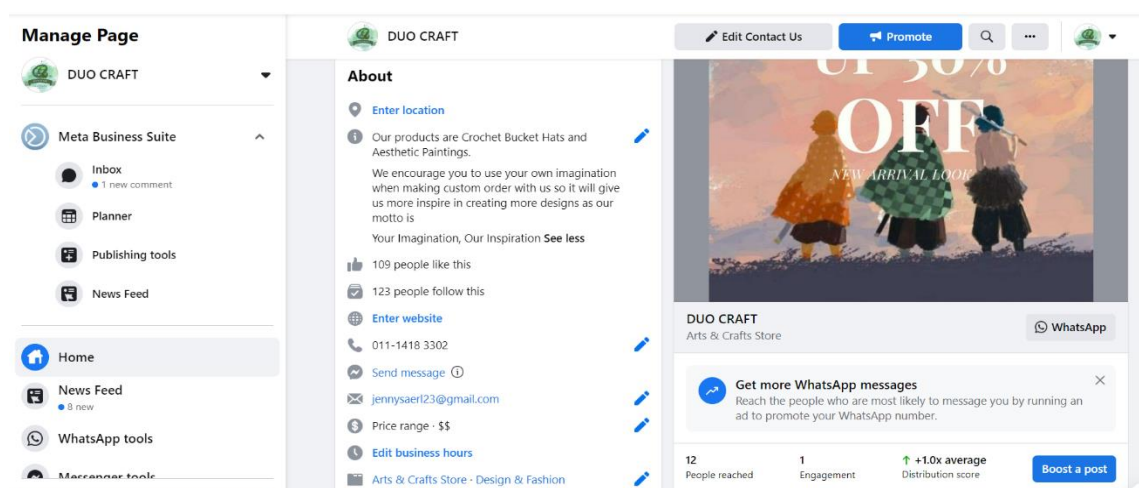


Figure 5.1.2 Duo Craft's Facebook Page

5.2 Customizing URL Facebook (FB) Page

<https://www.facebook.com/duocrft>

5.3 Facebook (FB) Post - Teaser

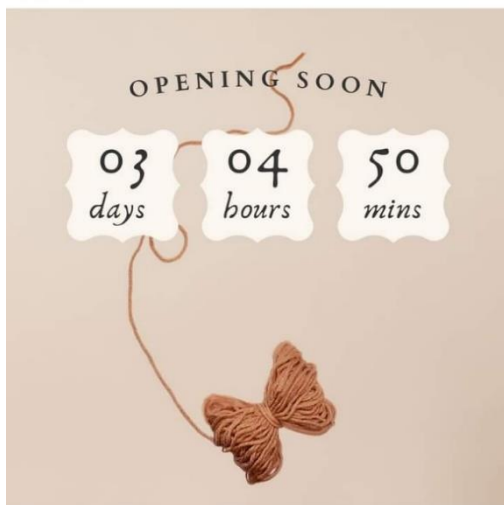


Figure 5.3.1 Duo Craft's Teaser

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 🎨

📌 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



Figure 5.3.3 Duo Craft's Teaser



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 😊🤖

#itsDday #handmadeideas #openingnow



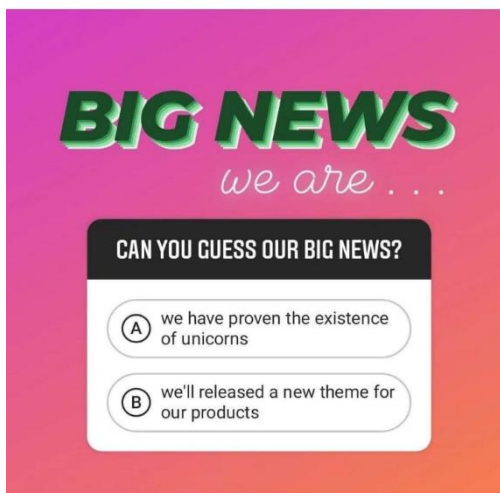
Figure 5.3.5 Duo Craft's Teaser



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?



You 1 share

Like Comment Share

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 🌿🌿

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 😊



Like Comment Share

Figure 5.3.8 Duo Craft's Teaser

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

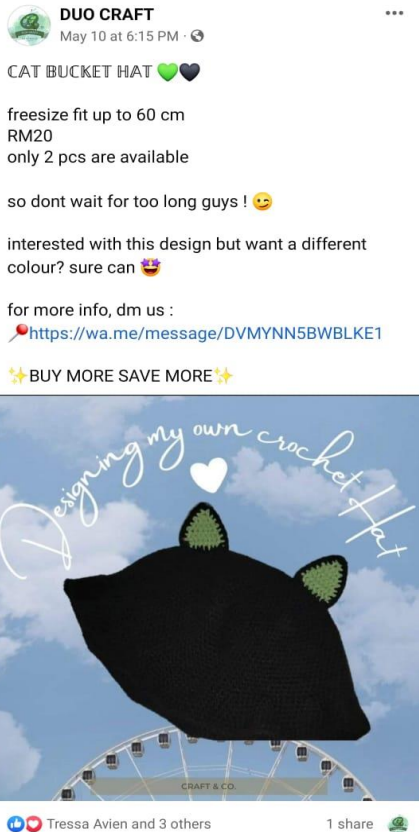


Figure 5.4.1 Duo Craft's Hard Sell

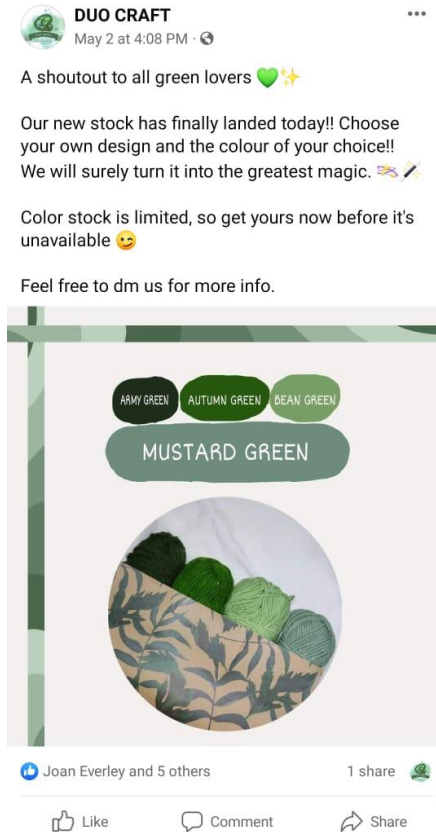


Figure 5.4.2 Duo Craft's Hard Sell

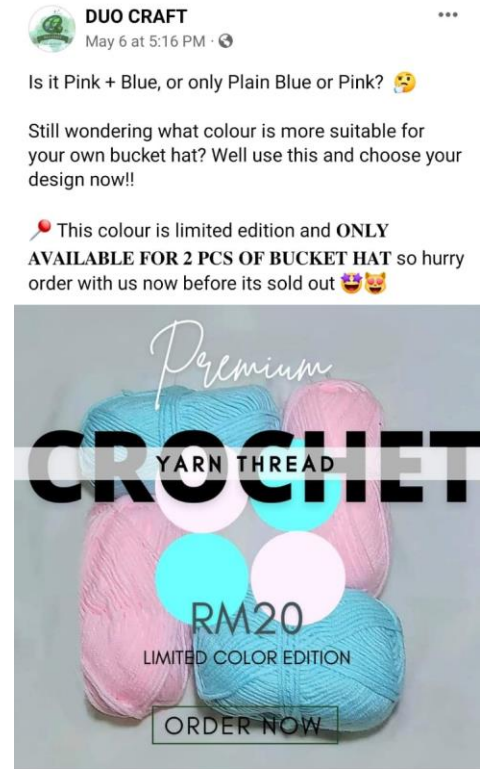


Figure 5.4.3 Duo Craft's Hard Sell

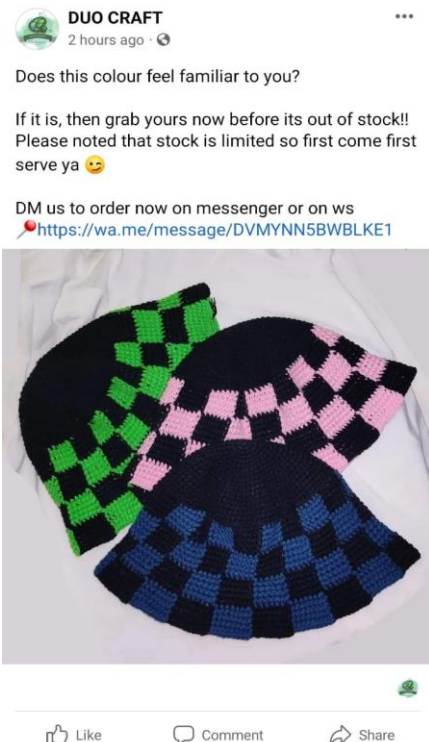


Figure 5.4.4 Duo Craft's Hard Sell



Figure 5.4.5 Duo Craft's Hard Sell



Figure 5.4.6 Duo Craft's Hard Sell

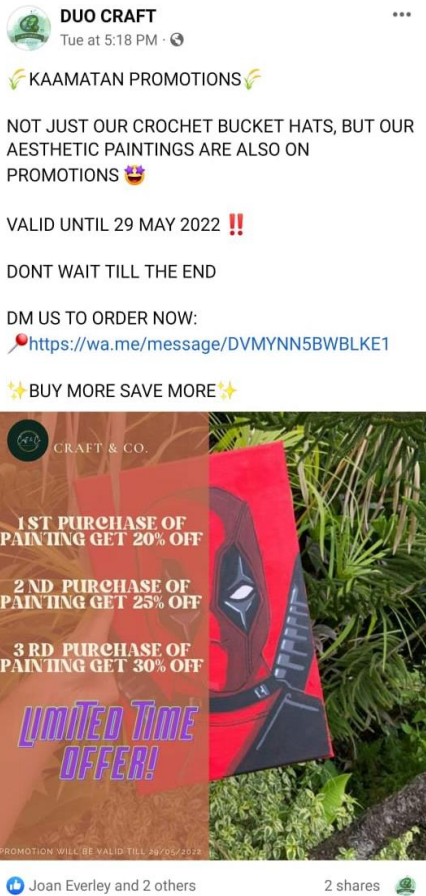


Figure 5.4.7 Duo Craft's Hard Sell



Figure 5.4.8 Duo Craft's Hard Sell

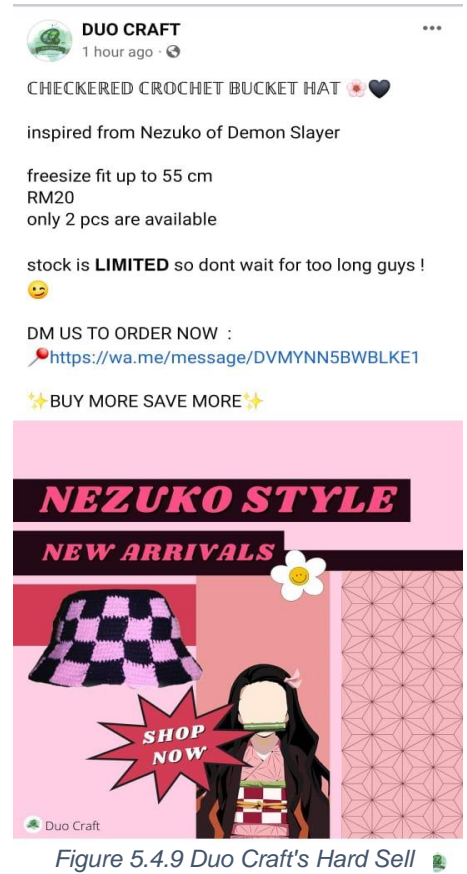


Figure 5.4.9 Duo Craft's Hard Sell

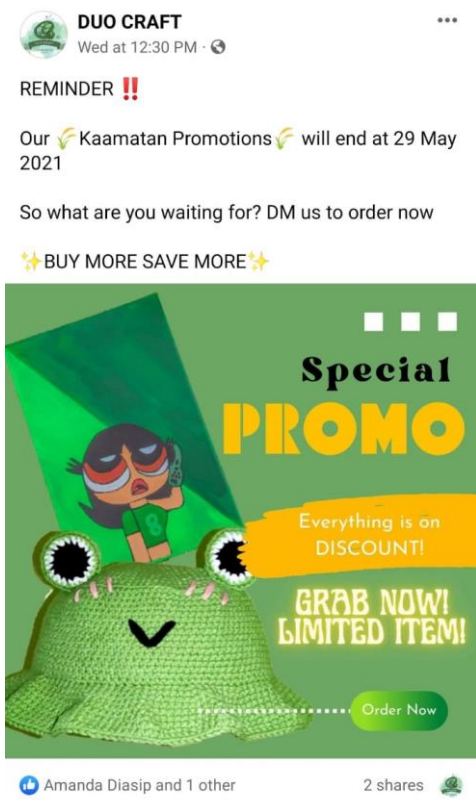


Figure 5.4.10 Duo Craft's Hard Sell

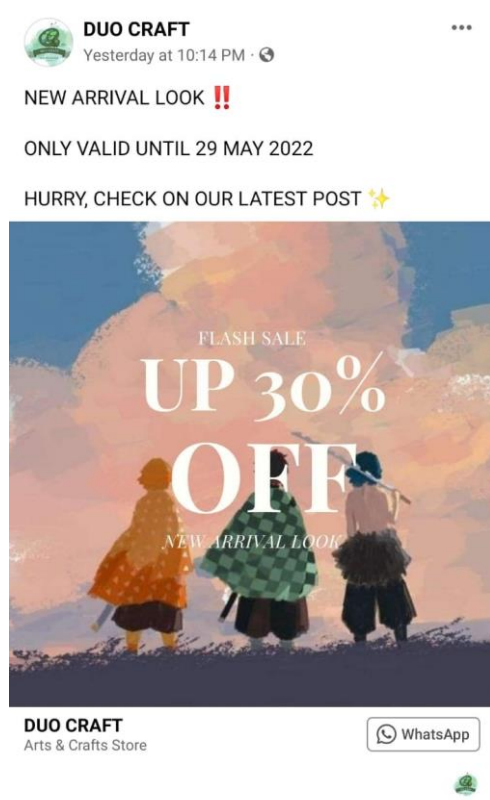


Figure 5.4.11 Duo Craft's Hard Sell



Figure 5.4.12 Duo Craft's Hard Sell

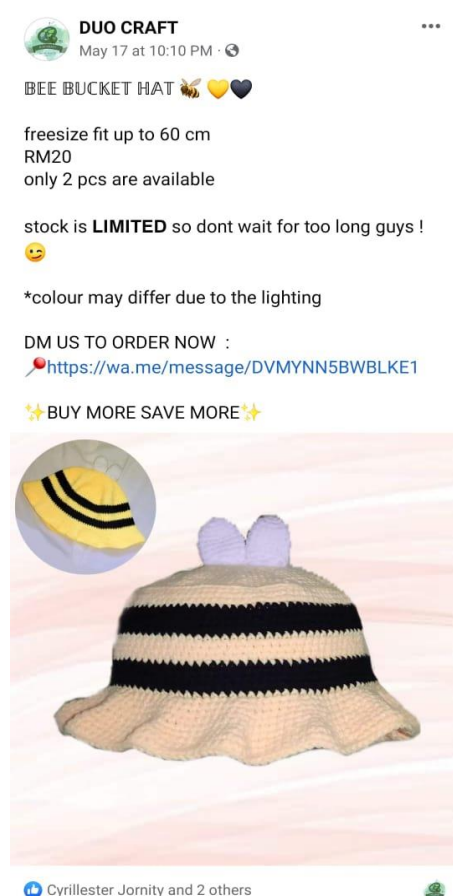


Figure 5.4.13 Duo Craft's Hard Sell

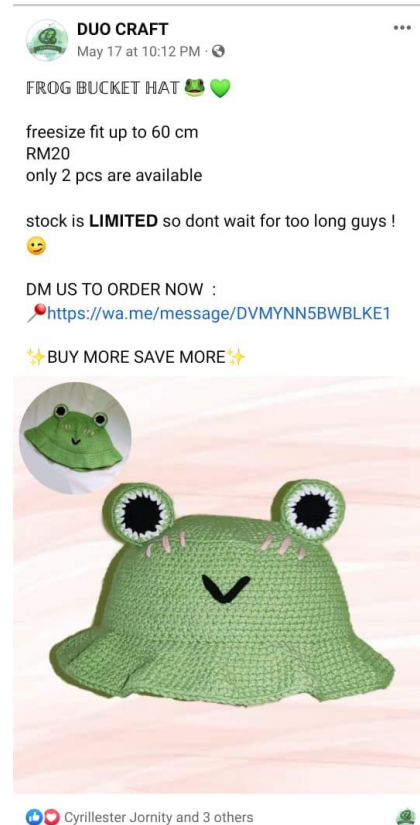


Figure 5.4.14 Duo Craft's Hard Sell



Figure 5.4.15 Duo Craft's Hard Sell

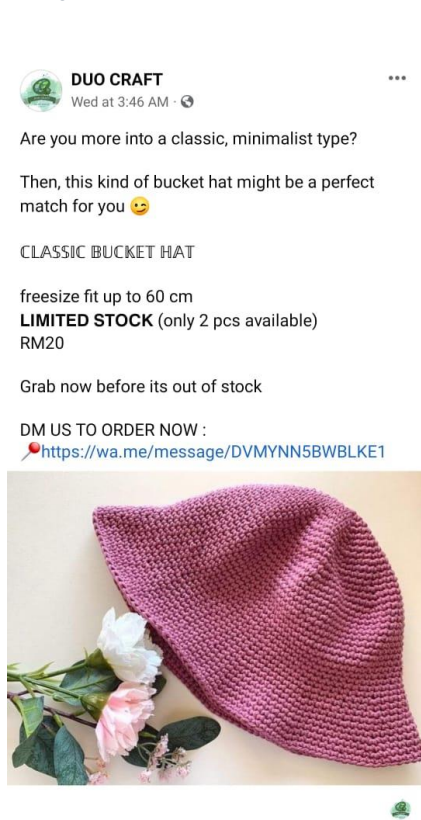


Figure 5.4.16 Duo Craft's Hard Sell

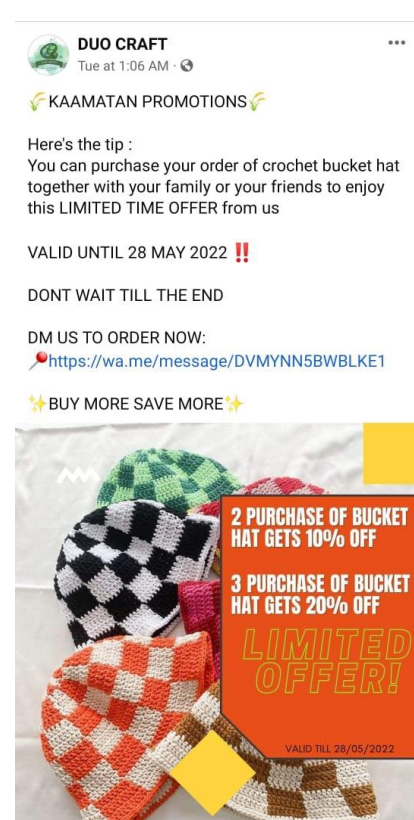


Figure 5.4.17 Duo Craft's Hard Sell

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

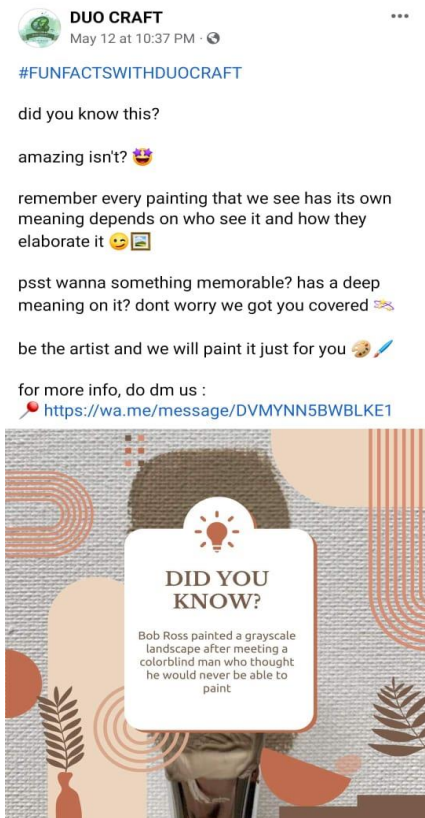


Figure 5.5.1 Duo Craft's Soft Sell



Figure 5.5.2 Duo Craft's Soft Sell

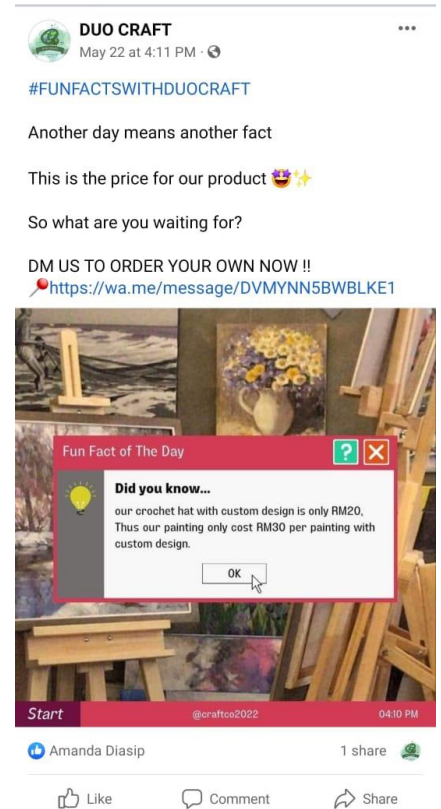


Figure 5.5.3 Duo Craft's Soft Sell



Figure 5.5.4 Duo Craft's Soft Sell



Figure 5.5.5 Duo Craft's Soft Sell



Figure 5.5.6 Duo Craft's Soft Sell

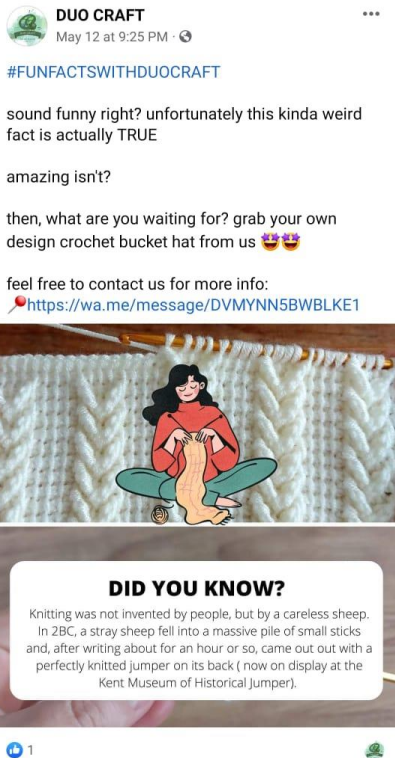


Figure 5.5.7 Duo Craft's Soft Sell



Figure 5.5.8 Duo Craft's Soft Sell



Figure 5.5.9 Duo Craft's Soft Sell

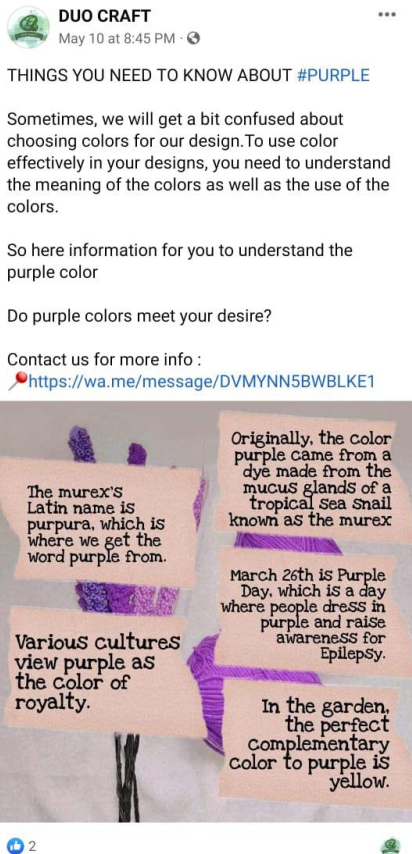


Figure 5.5.10 Duo Craft's Soft Sell



Figure 5.5.11 Duo Craft's Soft Sell



Figure 5.5.12 Duo Craft's Soft Sell



Figure 5.5.13 Duo Craft's Soft Sell



Figure 5.5.14 Duo Craft's Soft Sell

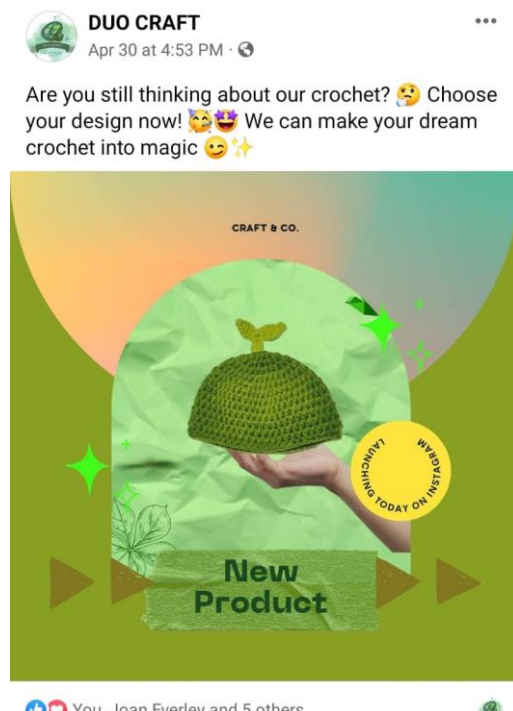


Figure 5.5.15 Duo Craft's Soft Sell



Figure 5.5.16 Duo Craft's Soft Sell

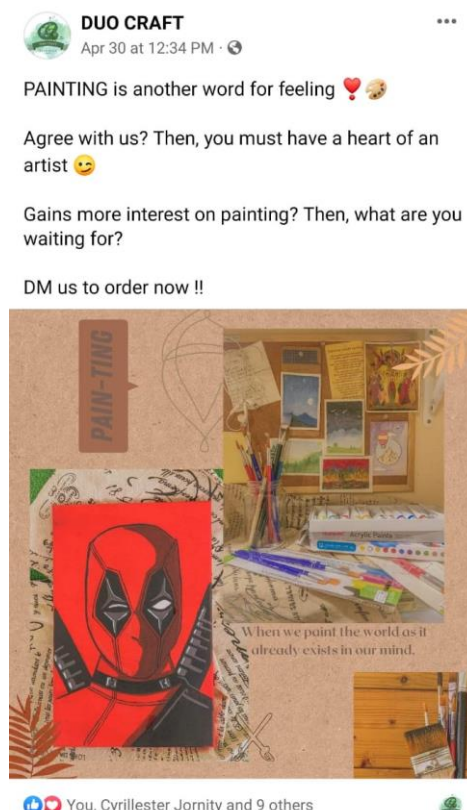


Figure 5.5.17 Duo Craft's Soft Sell

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

Apr 28 - May 25 • Last 28 days

717 Post Reach 314 Engagements 1 Link Click

Posts ?

38 posts published in the last 28 days.

MOST ENGAGING

RECENT

MOST ENGAGING POSTS






	CROCHET BUCKET HATS 🧶 are now... April 29	Reach	430
		Engagements	79
	Hello everyone, so here another sneak peek... April 28	Reach	290
		Engagements	33
	AESTHETIC PAINTING... May 4	Reach	38
		Engagements	17
	Have you guys guessed what will win... April 27	Reach	57
		Engagements	13
	Is it Pink + Blue, or only Plain Blue or Pink... May 6	Reach	97
		Engagements	12

Figure 5.6.1 Duo Craft's Frequency Posting

Page Activity

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

New Page Likes	91
New Followers	93
Clicks to your Website	0
Phone Number Clicks	0
Get Directions Clicks	0
Page Button Clicks	2
New Check-ins	0

Discovery ?

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

Audience

109 Total Page Likes
▲ 91 last 28 days



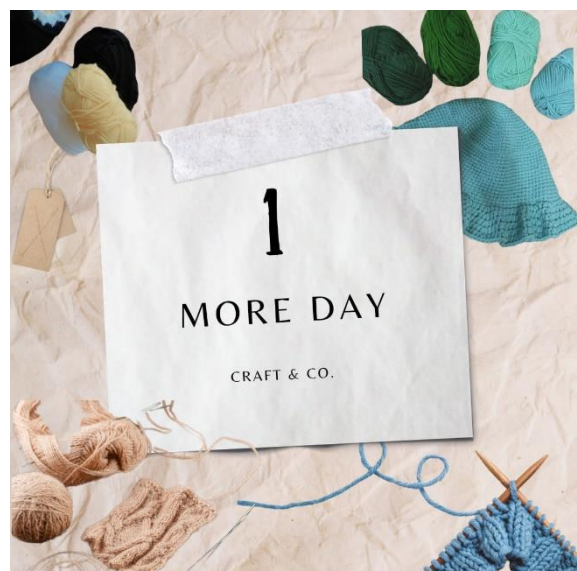
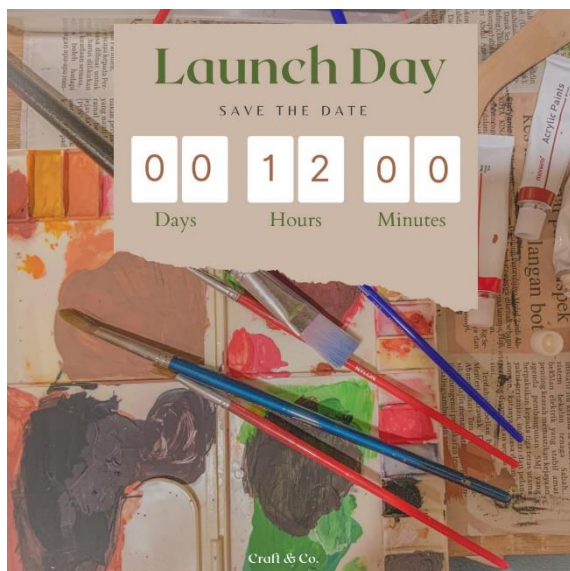
Amanda Diasip, S.N. Jolina Loh and 107 other people like your Page

See More >

Figure 5.6.2 Duo Craft's Frequency Posting

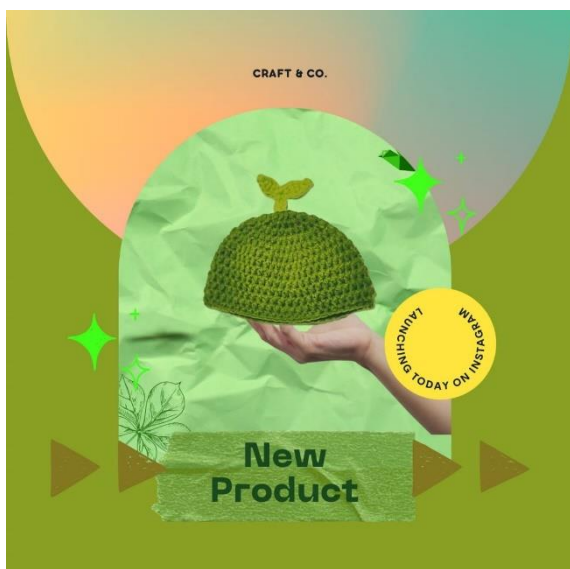
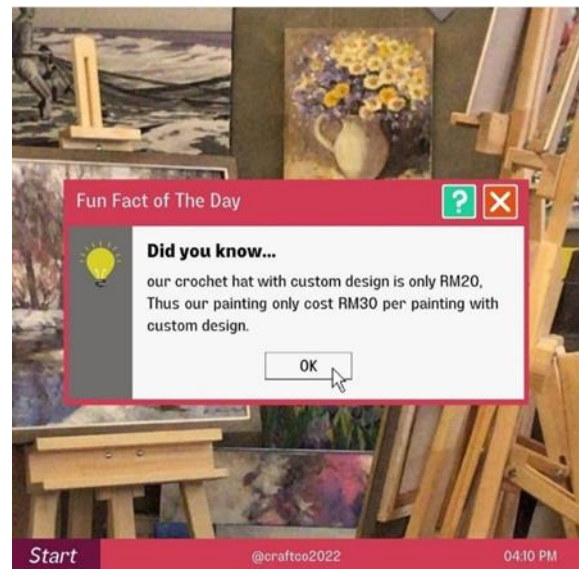
5.7 Graphic

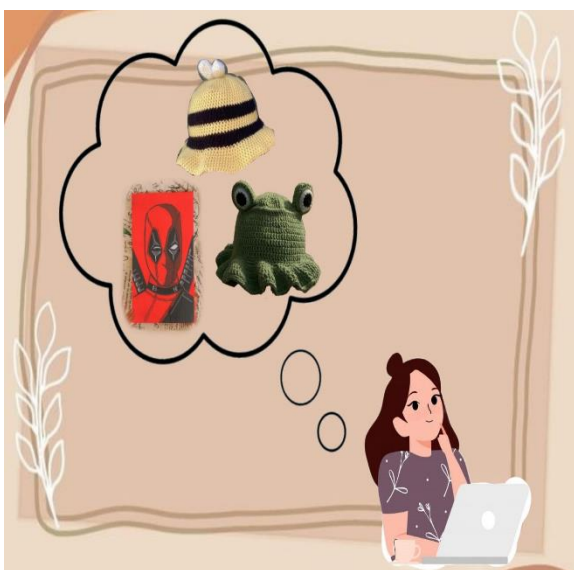
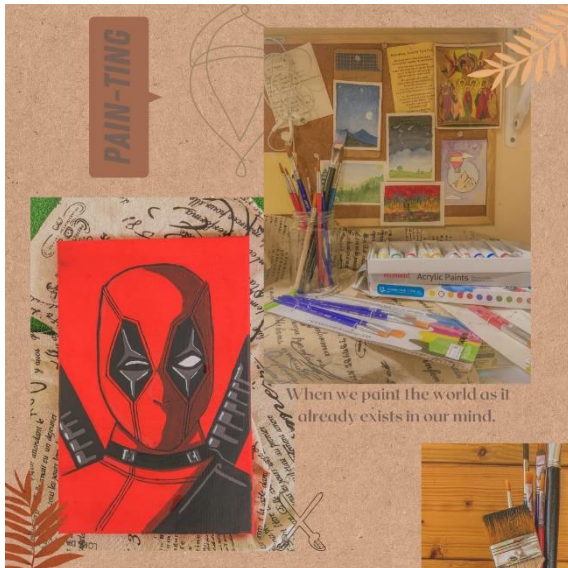
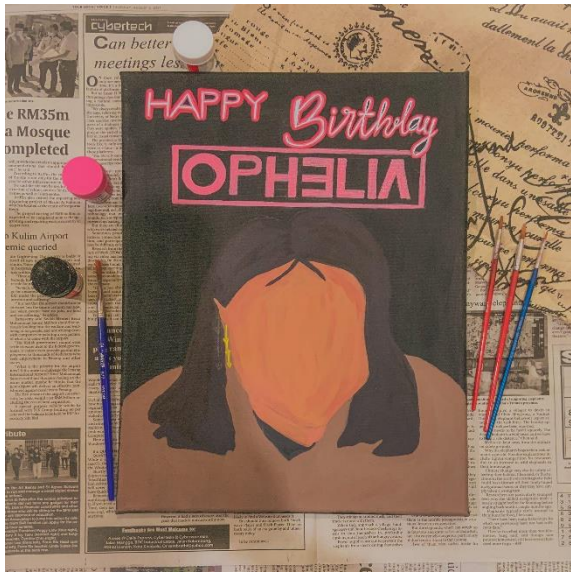
5.7.1 Graphic for Teaser

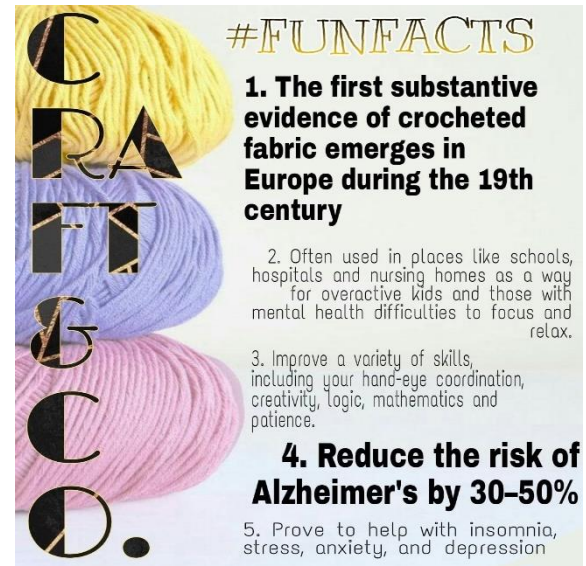
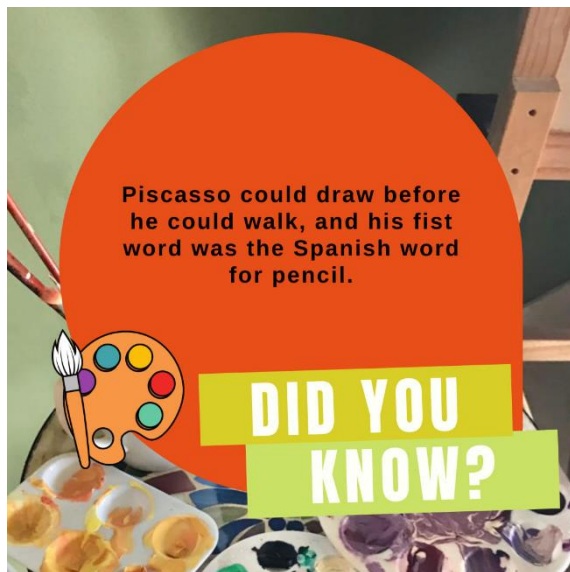




5.7.2 Graphic for Copywriting (Soft Sell)

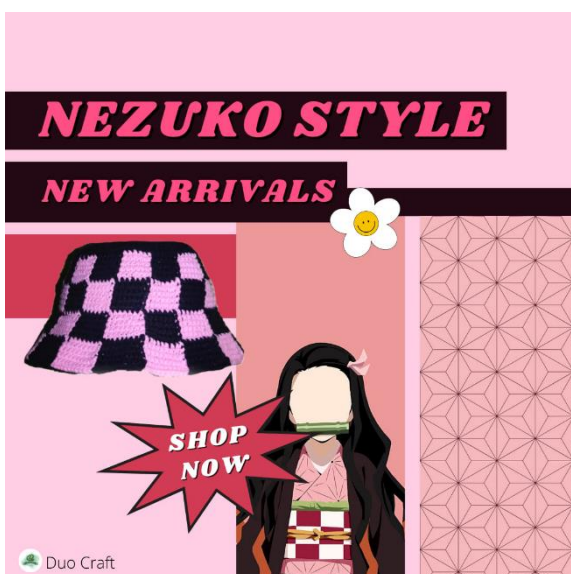
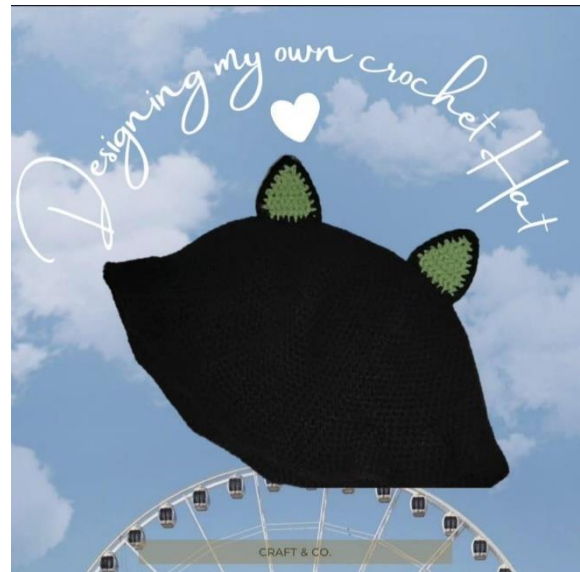






5.7.3 Graphic for Copywriting (Hard Sell)







5.8 Sales Report

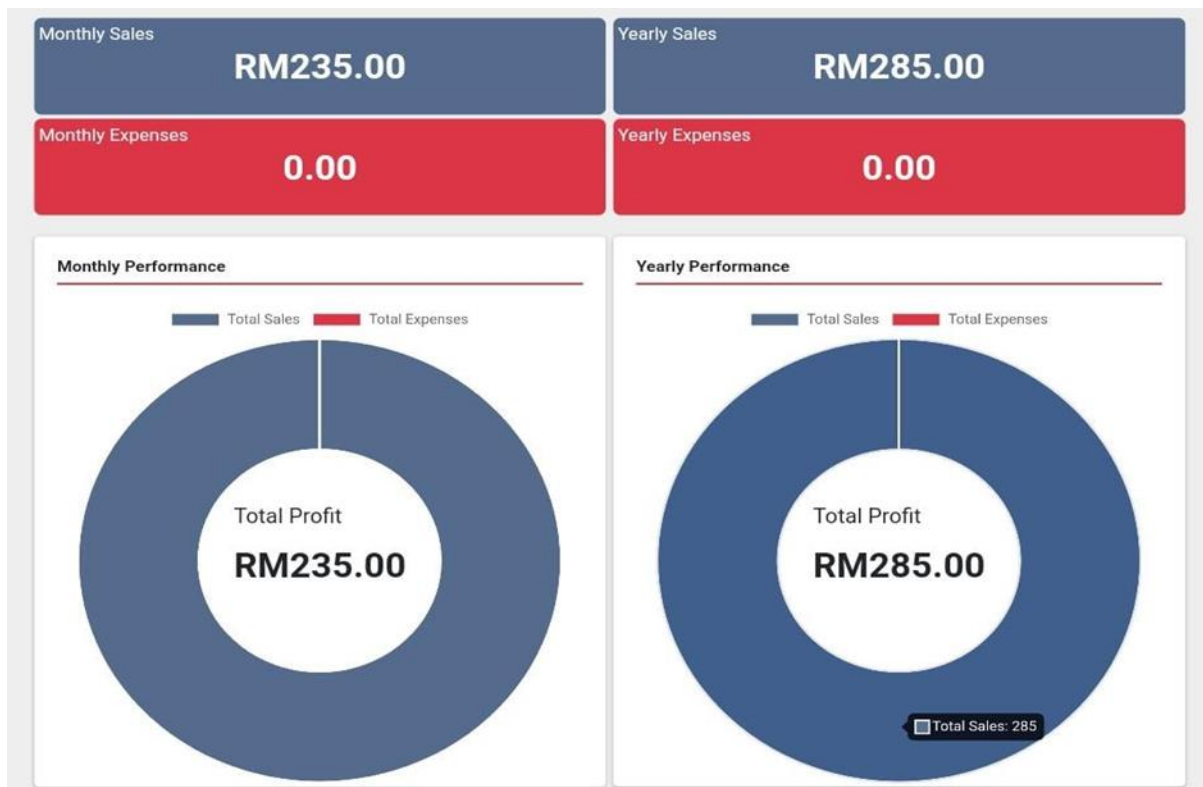

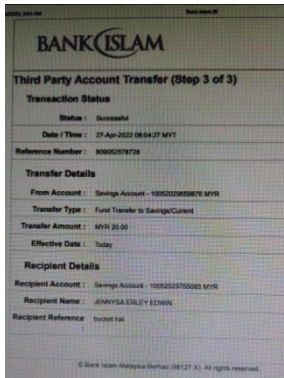


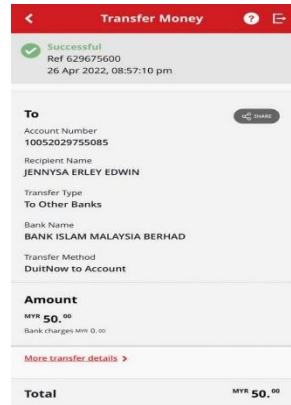

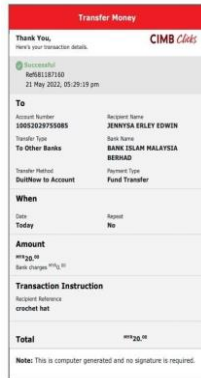
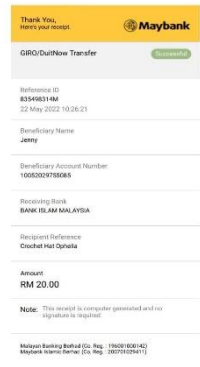


Figure 5.8.1 Duo Craft's Sales Report

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Create d At
DUO CRAFT	26/04/2022	online	Social Media		50				3 CROCHET BUCKET HATS	25/05/2022
DUO CRAFT	02/05/2022	online	Social Media		40				2 CROCHET BUCKET HAT	25/05/2022
DUO CRAFT	10/05/2022	online	Social Media		35				1 CROCHET BUCKET HAT	25/05/2022
DUO CRAFT	22/05/2022	online	Social Media		60				3 CROCHET BUCKET HAT	25/05/2022
DUO CRAFT	21/05/2022	online	Social Media		100				2 PAINTINGS	28/05/2022

Figure 5.8.2 Duo Craft's Sales Report

Month	Customer Reference	Receipt																						
April	<div>Clanie, Taman Kuala Menggatal, Sabah</div> <div><ul style="list-style-type: none">Ordered 2 Crochet HatPaid in Online transferRM 40</div> <div></div>	<div></div> <div></div>																						
May	<div>Jason, Taman Bukit Sepanggar, Sabah</div> <div><ul style="list-style-type: none">Ordered 3 Crochet HatPaid in Online transferRM 50</div> <div></div>	<div></div>																						
May	<div>Amanda, Pekan Menggatal, Sabah</div> <div><ul style="list-style-type: none">Ordered 3 Crochet HatPaid in Online transferRM 60</div> <div></div>	<div></div> <div><table><tr><td>Reference Number</td><td>205033</td></tr><tr><td>Amount</td><td>RM 20.00</td></tr><tr><td>Transaction Date / Time</td><td>16 May 2022 12:17:24 AM</td></tr><tr><td>Effective Date</td><td>Today, 16 May 2022</td></tr><tr><td>From Account</td><td>*****3729</td></tr><tr><td>DuitNow ID Type</td><td>Account Number</td></tr><tr><td>Recipient's Account</td><td>10052029755085</td></tr><tr><td>Recipient's Name</td><td>JENNYSA ERLEY EDWIN</td></tr><tr><td>Recipient's Bank</td><td>Bank Islam Malaysia</td></tr><tr><td>Transfer Type</td><td>Fund Transfer</td></tr><tr><td>Recipient's Reference</td><td>Crochet hat</td></tr></table></div> <div></div>	Reference Number	205033	Amount	RM 20.00	Transaction Date / Time	16 May 2022 12:17:24 AM	Effective Date	Today, 16 May 2022	From Account	*****3729	DuitNow ID Type	Account Number	Recipient's Account	10052029755085	Recipient's Name	JENNYSA ERLEY EDWIN	Recipient's Bank	Bank Islam Malaysia	Transfer Type	Fund Transfer	Recipient's Reference	Crochet hat
Reference Number	205033																							
Amount	RM 20.00																							
Transaction Date / Time	16 May 2022 12:17:24 AM																							
Effective Date	Today, 16 May 2022																							
From Account	*****3729																							
DuitNow ID Type	Account Number																							
Recipient's Account	10052029755085																							
Recipient's Name	JENNYSA ERLEY EDWIN																							
Recipient's Bank	Bank Islam Malaysia																							
Transfer Type	Fund Transfer																							
Recipient's Reference	Crochet hat																							

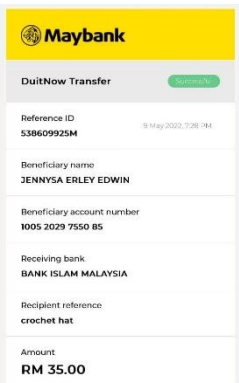

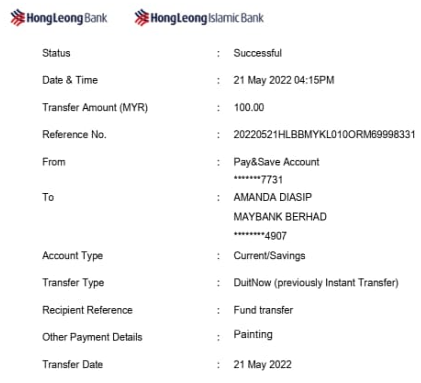
May	<p>Evelyn, Ship to Kuala Lumpur</p> <ul style="list-style-type: none"> Ordered 1 Crochet Hat Paid in Online transfer RM 35 	 
May	<p>Ophelia, Penampang</p> <ul style="list-style-type: none"> Ordered 2 custom made paintings Paid in Online Transfer RM100 	

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

7.1 Duo Craft's Registration

 SURUHANJAYA SYARIKAT MALAYSIA COMPANIES COMMISSION OF MALAYSIA	
BORANG D (KAEDAH 13)	
PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956	
Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama	
DUO CRAFT	
NO. PENDAFTARAN: 202203117380 (003397325-K)	
telah didaftarkan dari hari ini sehingga 11 MEI 2023 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di	
Bil. Cawangan: TIADA	
Bertarikh di SISTEM EZBIZ pada 12 MEI 2022 .	
 DATUK NOR AZIMAH ABDUL AZIZ Pendaftar Perniagaan Semenanjung Malaysia	
UserID: EZBIZ Date: Thu May 12 11:09:31 MYT 2022	

7.2 Turnitin Percentage

