



اوپورسیتی تیکنولوژی مارا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP

GROUP ASSIGNMENT

SOCIAL MEDIA REPORT

PREPARED BY:

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PREPARE FOR:

SIR RASLAN BIN NORDIN

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1.0 ACKNOWLEDGEMENT



In the name of Allah, the Most Merciful and Generous, who has blessed us with good health and wisdom so that we might complete this report. This report is a result of a job assigned to us in the course ENT530: Entrepreneurship Principles.

Following that, we would like to thank our lecturer, Sir Raslan Bin Nordin, for guiding us through the process of starting an online business and providing moral support in all aspects of the subject. He has also given us a report outline and educated us how to improve our firm. A great thank you to University Technology Mara (UiTM) for include this subject in our course to recognise business education.

Lastly, we would also like to express my gratitude to my loyal consumers who have trusted my work and accepted my services. To provide a better outcome for my future consumers, I will continue to improve my talents.

Finally, we would like to thank all of my friends who have offered their support and guidance in helping me finish my report.

2.0 EXECUTIVE SUMMARY

The term "ethereal" refers to someone or something with delicate beauty. It is a trademark of the Ethereal Store, which is a business name. Ethereal Store provides chain mask services, which are quite popular, fashionable, and easy to use. Chains can also benefit hygiene by preventing you from touching your face covering when putting it on and off. Plus, there's no disputing that face mask chains are fashionable. This organization was founded in Bandar Baru Bangi, Selangor.

Furthermore, this organization was founded in Bandar Baru Bangi, Selangor and the business has been started on April 28, 2022. Following that, a mask chain is also a functional way to hang your masks while you're out for a dinner, as well as an eye-catching piece of jewellery. Several of these multi-way chains can also be used as eyewear chains to secure your sunglasses and also be used to prevent the spread of these viruses. Wearing a mask can also help reduce the amount of symptomatic respiratory diseases in children. Furthermore, the chain mask is appropriate as a gift to friends, loved ones on their birthdays, and others as a token of appreciation and remember. Women between the ages of 13 and 50 are our target demographic. This is due to the fact that this chain mask design is ideal for all ages. Our business also uses Facebook as a platform to attract online clients, raise awareness, and increase sales all at the same time. We will use teaser posts, soft sells, and hard sells as our sale postings on Facebook to promote the Ethereal store's products.

Many designs have been sold since the business started, and most interestingly, the pattern that can be said to be popular and viral, Magnolia Chain and Lily Chain mask, has been sold since the week launched. Furthermore, the business's sales revenue climbed as a result of the product's popularity among all customers who bought it.

3.0 GO-COMMERCIAL REGISTRATION

Ethereal Store is a legitimate business and it was registered under Go-Ecommerce on April 28, 2022.

HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

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

PERSONAL PROFILE

BUSINESS PROFILE

AINAA SYAFIQAH BT AMRAN

Personal Information Edit

Name	AINAA SYAFIQAH BT AMRAN	Phone/Mobile	
		Home Address	
New Identity Card No.		District	
Email Address		Postcode	
City		Personal Instagram	
State		Race	Malay
Personal Facebook		Special Need Required	No
Gender	Female		
Marital Status	Single		

Institution Information Add New

UITM Puncak Alam - Entrepreneurship

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
		Postcode	42300
District of Institution	Kuala Selangor		
Level of Study	Bachelor Degree	Study Status	Full time
Course Name	Entrepreneurship	Class Name	ENT530K
Subject Name	Principle of Entrepreneurship	Year Enrolling the subject	2022
Month Enrolling the Subject	7	Lecturer Name	Raslan Nordin
Internship Enrollment	Yes	Year Of Internship Enrollment	2022
Month of Internship Enrollment	July	Period of Internship Training	3 Months
Expected Year To Complete Study	2024	Expected Month To Complete Study	3
Related To Study Field	Yes		

Edit / Delete
Delete Institution Data

PERSONAL PROFILE

BUSINESS PROFILE


AINAA SYAFIQAH BT AMRAN

Company Name	Etherealstore	Company Registration No.	
Type Of Business	Sdn. Bhd	Business Role	Product Owner
Facebook Page		Business Category/Business Sub-Category	Household, Hobbies & Lifestyles / Arts & Craft
Wechat for Business		Business Instagram Page	
Marketplace	Others	Business Website	
Business Related to Your Study Field	Yes	Type Of Website	
		Experience in International Export	No

Edit

PERSONAL PROFILE	BUSINESS PROFILE
 <p>NUR SYAZWINA HAZIQAH BINTI NOR SAIFULAZLAN</p>	Personal Information
	Name : NUR SYAZWINA HAZIQAH BINTI NOR SAIFULAZLAN Phone/Mobile : Edit
	Home Address : Home Address : Edit
	New Identity Card No. : District : Edit
	Email Address : Postcode : Edit
	City : Personal Instagram : Edit
	State : Race : Malay
	Personal Facebook : Special Need Required : No
	Gender : Female Special Need Required : No
	Marital Status : Single Add New
Institution Information	

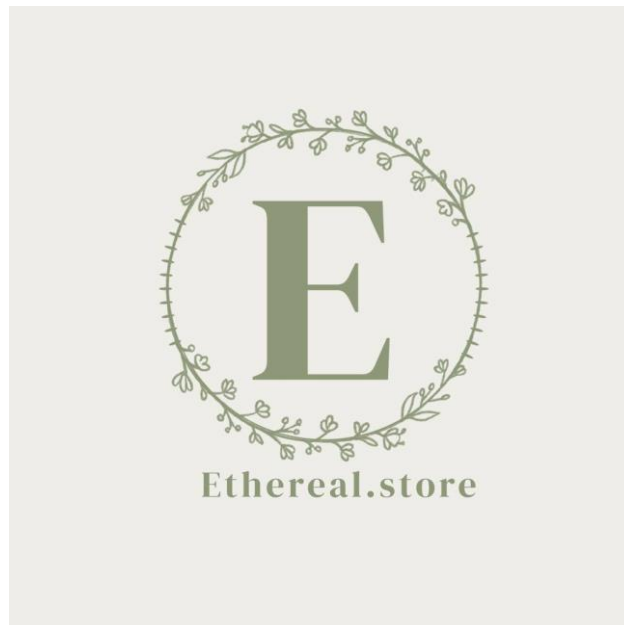
UiTM Puncak Alam - Entrepreneurship			
Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor,.	City	: Puncak Alam
		Postcode	: 42300
District of Institution	: Kuala Selangor		
Level of Study	: Bachelor Degree	Study Status	: Full time Edit Delete
Course Name	: Entrepreneurship	Class Name	: ENT530K
Subject Name	: Principle of Entrepreneurship	Year Enrolling the subject	: 2022
Month Enrolling the Subject	: 7	Lecturer Name	: Raslan Nordin
Internship Enrollment	: Yes	Year Of Internship Enrollment	: 2022
Month of Internship Enrollment	: July	Period of Internship Training	: 3 Months
Expected Year To Complete Study	: 2024	Expected Month To Complete Study	: 3
Related To Studv Field	: Yes		

PERSONAL PROFILE	BUSINESS PROFILE
 <p>NUR SYAZWINA HAZIQAH BINTI NOR SAIFULAZLAN</p>	Business Profile
	Company Name : Etherealstore Company Registration No. : 202003186342(003140874-W) Edit
	Type Of Business : Enterprise Business Role : Product Owner
	Facebook Page : Ethereal_store Business Category/Business Sub-Category : Household, Hobbies & Lifestyles / Retails
	Wechat for Business : Business Instagram Page : Edit
	Marketplace : None Business Website : Edit
	Business Related to Your Study Field : Yes Type Of Website : Edit
	Your Study Field : Experience in International Export : No
	Your Study Field : Experience in International Export : No
	Your Study Field : Experience in International Export : No

4.0 INTRODUCTION TO BUSINESS

4.1 Name and Address of Business

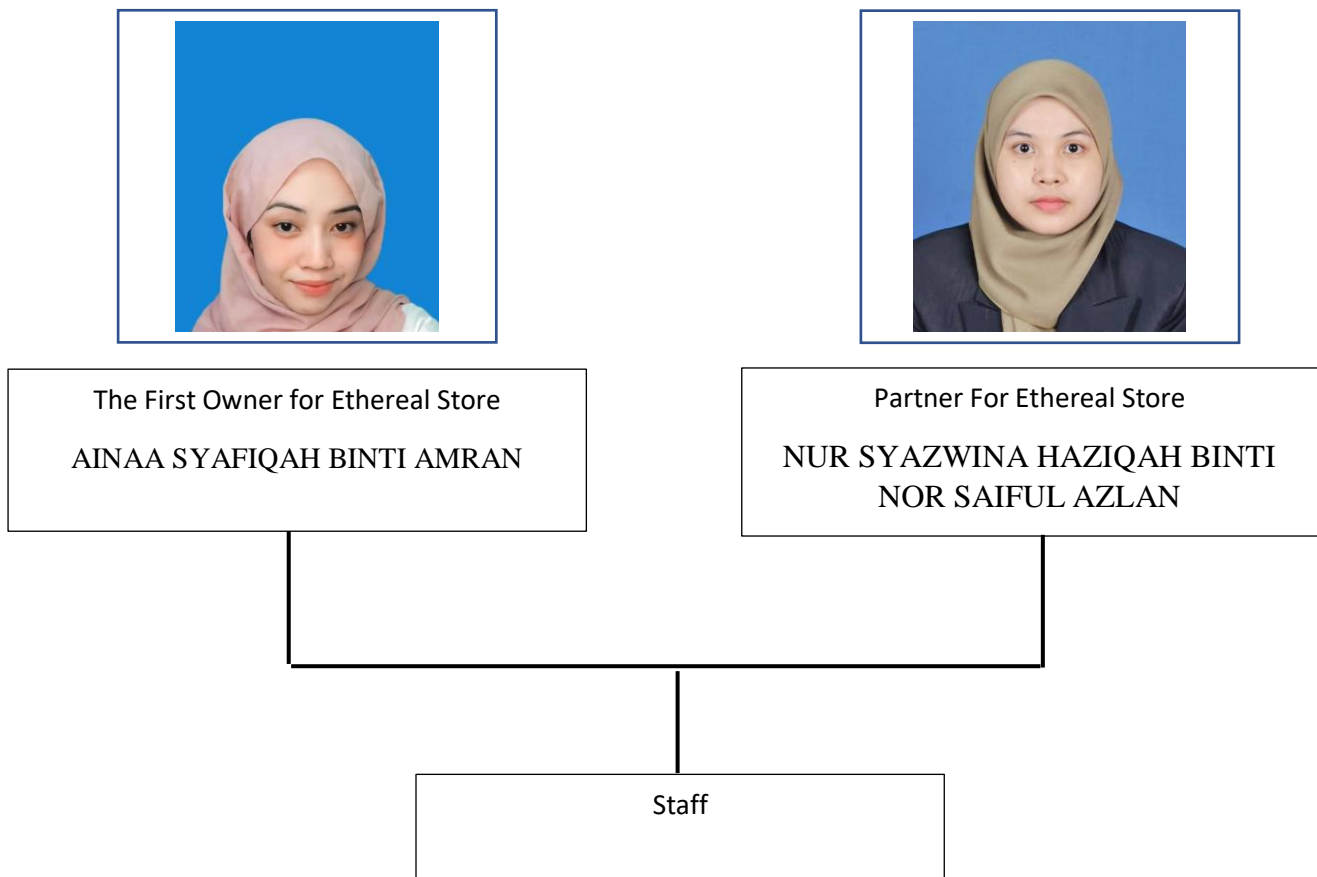
Ethereal Store is the commercial enterprise call we set out to start. Ethereal store is a commercial enterprise that promotes a network of masks. This is because, at one stage in covid-19, many humans are looking for a chain of mask discovery, especially Muslim girls. This range of masks that we promote is very attractive and suitable for regular use along with visits to the school, purchases, or others. This market that we turn into is central to all girls starting with 18-year-old vintage to 30-year-old vintage. This mask chain, too, turned out to have excessive demand. the chain masks we promote are also very affordable and affordable.



Name Of Business	Ethereal Store
Business Address	https://www.facebook.com/Artsyblings/
Corresponding Address	
Telephone Number	
Form Of Business	Partnership Business Form
Main Activities	Selling retails
Date Of Commencement	23 April 2022
Date Of Registration	23 April 2022
Registration Number	20200318634342(003140874-W)
Name Of Bank	Bank Islam Cimb bank
Bank Account Number	

4.2 Organization Chart

Partnership enterprise form. This is due to the fact that this enterprise has been built in two characters and it is also a small enterprise. Therefore, this business enterprise chart consists of owner and partnership enterprises.



4.3 Mission And Vision

We accept the truth with Mission and vision are very important in all businesses. because mission, as well as vision, can be our guide to achievement in our business. Without a mission and vision businesses cannot achieve their targets.

Mission:

- To make it easier for users to wear masks
- Become a first-class supplier that promotes the mask range in UiTM
- Be the main desire to choose a mask chain
- To make consumers live stylishly even carrying a mask on a covid trip

Vision:

To make all the girls happy with the mask chain through Ethereal Store way and feel wonderful with all the designs released

4.4 Description Of Product / Services

Ethereal Store offers sales of products, especially mask chains. This chain mask is probably very famous everywhere in the country. The reason we are promoting this chain mask is to reduce the difficulty for all accessible women to wear the mask. However, the launched colors are very attractive and appealing, as well as very suitable for all women.

We have also prepared 5 types of very attractive designs for customers to choose from in accordance with their tastes. All of the designs launched are very popular and the shading options may be very suitable for all ages. Ethereal Store also provides offers for gifts that include birthday gifts, anniversary gifts, and more. Customers can also purchase chain masks and may ask to feature on chocolate or others.

In addition, we also offer an unbound delivery provider for customers who order more than 5 mask chains. in addition, for customers who order a gift for a birthday get a 5% offer if the order exceeds RM20. these ways and ideas to attract many customers to shop and use the offers we offer.

4.5 Price List

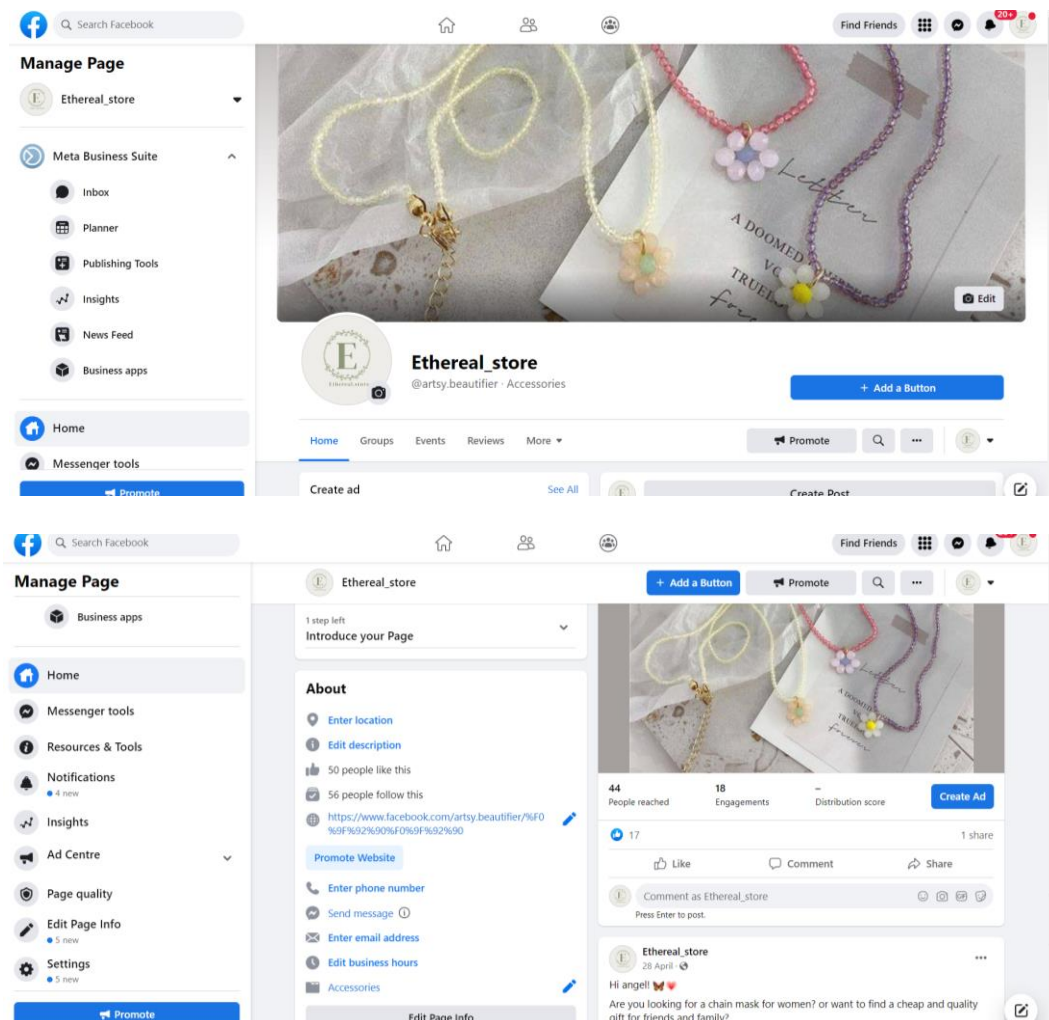
Product:	Name and price
	<p>Jasmine RM10.00</p>
	<p>Magnolia RM10.00</p>
	<p>Lily RM10.00</p>
	<p>Dahlia RM10.00</p>

5.0 Facebook (FB)

We developed our own business Facebook page as a start-up to attract more customers outside of our existing contacts. This company page has the potential to bring in more clients from all around the world to try and buy our products.

Our Facebook pages are easily accessible. Customers will be able to access our sites by simply typing the phrase "Ethereal" and will be able to follow and like the things we produce. Customers can now access information via social media with the touch of a fingertip. Without a doubt, we can use our Facebook profile to post teasers for upcoming products and simultaneously publish the product on our page for our customers to see.

- **5.1 Creating Facebook (FB) page**

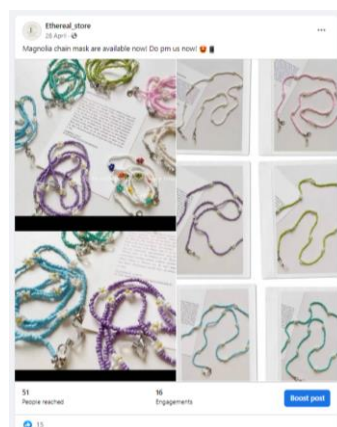
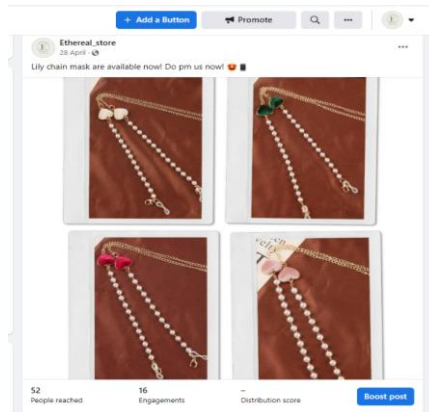


- **5.2 Custom URL Facebook (FB) page**

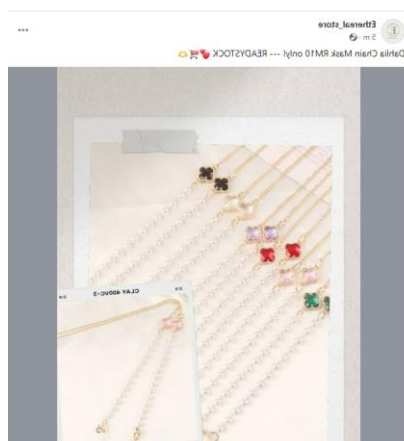
FB pages URL:

<https://www.facebook.com/artsy.beautiflier/%F0%9F%92%90%F0%9F%92%90>

- **5.3 Facebook (FB) post – Teaser**



5.4 Facebook (Fb) Post-Copywriting (Hard sell)



5.5 Facebook (Fb) Post-Copywriting (Soft sell)

Ethereal_store
Just now


Good morning angel! 🌸
Ethereal Mask Chain selling well!
The only pattern left in stock only the lily chain mask
So, if anyone is interested and wants to insert order can pm 📩
Let's order a trendy chain mask now!
#Ethereal_Store
#lilychainmask
#Mdec



0 People reached 0 Engagements - Distribution score [Boost post](#)

Ethereal_store
3 m


Hello everyone! How's it going today? Never forget to wear a mask when you go out, and it looks much better if you pair it with a chain mask from the Ethereal Store. hehe.



CLAY 400C-3

Ethereal_store
Just now

Mask always disappears after eating? haaa When you eat, the mask always vanishes. Wear a chain mask so that your mask doesn't vanish again! The design we offer ensures that your mask won't be lost and most significantly, looks more stunning! hehe 🌸🌸🌸🌸🌸



5.6 Graphics



6.0 Conclusion

In a conclusion, Ethereal store is a company that provides a variety of different design mask chains. By building a Facebook page, this firm can also be considered an online business. We've also discovered that with this Facebook page, we can quickly sell and promote our products. In addition, with this Facebook page, we can also provide many benefits to the business and ourselves as well. Lastly, with the Facebook page, we can also create targets that we will achieve in the future.