



اَوْنِيُوْزَسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

GROUP:

ENT530K

PREPARED BY:

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PREPARED FOR:

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DATE OF SUBMISSION:

Table of Content

No.	Topic	Page
1.	Acknowledgement	1
2.	Executive Summary	2
3.	SSM Business Registration	3
4.	Go-Ecommerce Registration	4
5.	Introduction to Business	6
6.	Facebook	9
7.	Conclusion	21
	Appendix	22

1.0 Acknowledgement

Primarily, in the name of Allah S.W.T, the Most Merciful and Most Gracious who provide me guidance and blessings until we are able to complete this case study Principles of Entrepreneurship (ENT530) report successfully. All the time spent looking and seeking out solutions, as well as justifying theoretical hints to proper output, would be worth my efforts and time, Insha-Allah. Therefore, I would like to express my special gratitude to my lovely and beloved lecturer, Sir Raslan bin Nordin, who provided good guidance and supporting material to help me, and my friends to accomplish the report. Always checking on our progression, the encouragement given, ideas and guidance, we are able to finish this portfolio with full motivation and expertise. Without the supported resources and his dedication to guide us, we know that it is not easy to complete the Business in each period.

I also want to express my gratitude to my family and friends for their help. Without it, we wouldn't have been able to finish this job. Last but not least, we would want to express our gratitude to everyone who supported and encouraged us as we worked on this project. Last but not least, many thanks were given to my group partners for having given good cooperation and always helping each other while the assignment was carried out which caused the task to be completed in the allocated time.

2.0 Executive Summary

This report content how students find the product and utilize Facebook for online marketing campaigns. For this report, we have registered BearFeet Socks Store as our business name but use a shortened version which is BearFeet for online marketing and sale. We fully utilize Facebook as a medium for updating, marketing and sale purposes. When posting our products online on Facebook we use teaser, hard-sell and soft-sell methods to attract customers. Teaser is introduction of a new product or re-introduction of an existing product. The teaser will increase the curiosity among the audience. For hard sell, it is selling types of copywriting and explaining the features, advantages and benefits. While soft sell is sharing product's tips and or how-to information, to show expertise and to build rapport and trust. Lastly, in this report we have registered in the go-ecommerce system to get access to an online module by MDEC. Our business also has been registered under SSM.

3.0 SSM Business Registration

The screenshot displays the ezbiz ONLINE portal interface. At the top right, it says "Welcome MUHAMMAD HAZIQ BIN MANSOR in 4 | Logout". The main header features the ezbiz ONLINE logo and the SSM logo (Suruhanjaya Syarikat Malaysia). Below the header is a navigation menu with "Home", "My Business Services", "My Payment History", "Other Services", and "User Profile". The date and time "July 30, 2022 00 : 56 : 03" are shown in the top right corner of the main content area.

Main Information

Ref. No EB-A2022072300458	Business Registration No 003419010-P	Business Name BEAR FEET SOCKS STORE	Name Type TRADE NAME
Business Start Date 23/07/2022	Registration Period 1 Year	Partnership Agreement Date (if applicable)	
Status Approved			
Business Info YES	Incentive Skim Pendaftaran Perniagaan Prihatin (SPPP) SSM - Pelajar IPT Sepenuh Masa	Is Incubator NO	Is Online Seller ? YES

4.0 Go-Ecommerce Registration

PERSONAL PROFILE
BUSINESS PROFILE



MUHAMMAD HAZIQ BIN MANSOR

Personal Information

Name	MUHAMMAD HAZIQ BIN MANSOR	Phone/Mobile		Edit
New Identity Card No.		Home Address		
Email Address		District		
		Postcode		
City		Personal Instagram		
State		Race		
Personal Facebook		Special Need Required		
Gender				
Marital Status				

Institution Information
Add New

UITM Puncak Alam - Entrepreneurship Semester Mar 2022

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 Semester Mar 2022	Class Name	ENT530K	
		Year Enrolling the subject	2022	
Subject Name	Principle of Entrepreneurship	Lecturer Name	Rastan Nordin	
Month Enrolling the Subject	3	Year Of Internship Enrollment		
Internship Enrollment	No	Period of Internship Training		
Month of Internship Enrollment		Expected Month To Complete Study	3	
Expected Year To Complete Study	2023			
Related To Study Field	Yes			

PERSONAL PROFILE
BUSINESS PROFILE



MUHAMMAD HAZIQ BIN MANSOR

Company Name	BusinessFeet	Company Registration No.		Edit
Type Of Business	Sdn. Bhd	Business Role	Service Owner	
Facebook Page	https://www.facebook.com/be-arklets/sets/?_rdc=1&_rdt	Business Category/Business Sub-Category	Apparel, Health & Beauty / Apparel & Accessories	
Wechat for Business Marketplace	Others	Business Instagram Page		
Business Related to Your Study Field	Yes	Business Website		
		Type Of Website		
		Experience in International Export	No	

4

PERSONAL PROFILE

BUSINESS PROFILE



NUR AIN NADIRA BINTI
MOHD AMIRRUDIN

Personal Information

Name	NUR AIN NADIRA BINTI MOHD AMIRRUDIN	Phone/Mobile	
New Identity Card No.		Home Address	
Email Address		District	
		Postcode	
City		Personal Instagram	
State		Race	
Personal Facebook		Special Need Required	
Gender			
Marital Status			

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
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: Entrepreneurship	Class Name	: ENT530K
Subject Name	: Principle of Entrepreneurship (March 2021)	Year Enrolling the subject	: 2022
Month Enrolling the Subject	: 3	Lecturer Name	: Raslan Nordin
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 3
Related To Study Field	: Yes		

PERSONAL PROFILE

BUSINESS PROFILE



NUR AIN NADIRA BINTI
MOHD AMIRRUDIN

Company Name	: BusinessFeet	Company Registration No.	:	Edit
Type Of Business	: Enterprise	Business Role	: Service Owner	
Facebook Page	: www.facebook.com/BearFeet30cks	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle	
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	

5.0 Introduction to Business

5.1 Name and Address of the Business.

Our business which is known as BearFeet was founded by a young entrepreneur Nur Ain Nadira binti Mohd Amirrudin in mid-March 2022. Basically, this business focuses on selling socks online. Due to the pandemic Covid-19 selling online seems more relevant and easier as compared to physical stores. Because of this we decided to sell our products online. This business is already registered under the SSM using the name of BearFeet Socks Store however, for online marketing we are using the shortened version of BearFeet which is currently being used for our Facebook page name.

BearFeet is based at

We chose this place as it manages to store our products and the transportation is easy. We believe this place will increase our efficiency.

5.2 Organizational Chart



5.3 Mission & Vision

- Mission
 - Being a reputable industry pioneer and being referred to as "the socks people".
- Vision
 - To ensure a pleasant and enjoyable experience, offer fantastic, stylish, and distinctive footwear.

5.4 Description of products

Our socks can provide you with comfort and help you avoid developing foot blisters. You can choose from a wide variety of fashionable designs as well. It might go well with your attire. Alternatively, it might be a foot protection that keeps the feet soft and can stop cracking. In addition, it is made of hydrophobic fibres, or synthetic fibres that withstand moisture, such nylon, polyester, and acrylic. The channels of Bearfeet socks draw moisture or perspiration away from the foot and move it to the outside of the sock, where it can evaporate. The socks can also be dried and washed in a machine.

5.5 Price lists

Socks	Price
	RM6.00
	RM8.00

The price of the socks is determined by their length: short socks cost RM6.00, while long socks cost RM8.00.

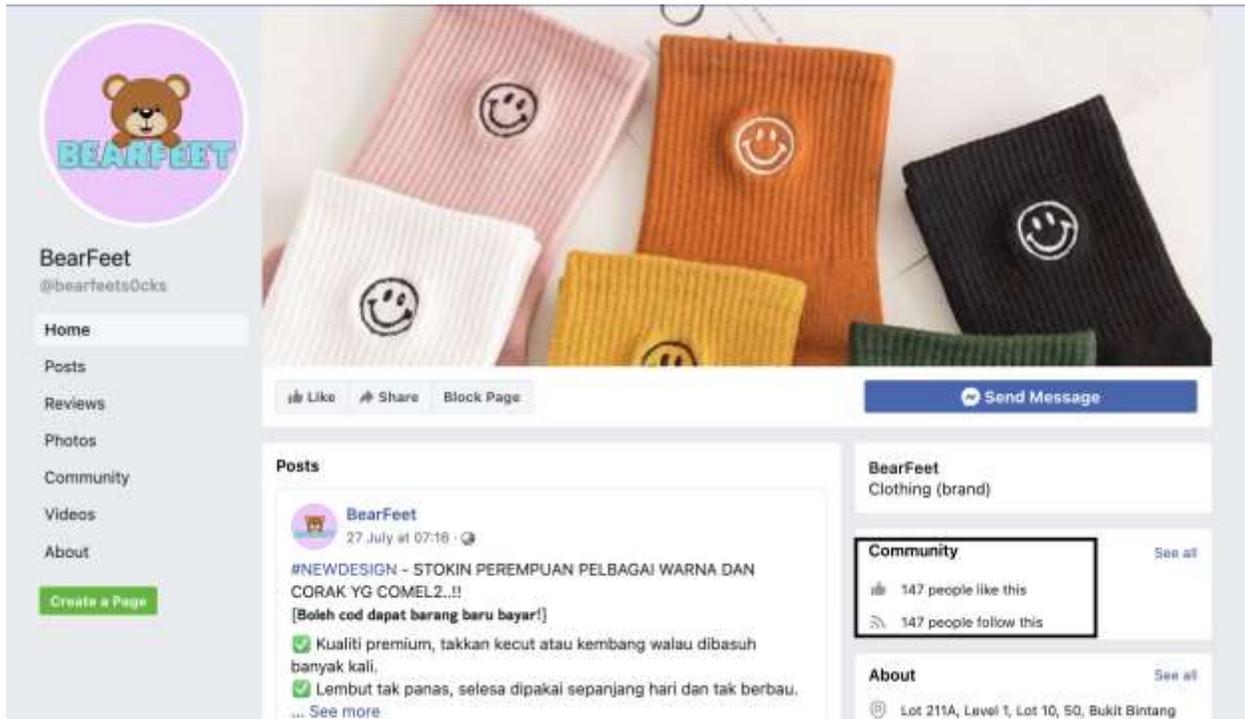
6.0 Facebook Pages



Custom URL Facebook Page:

<https://www.facebook.com/bearfeets0cks>

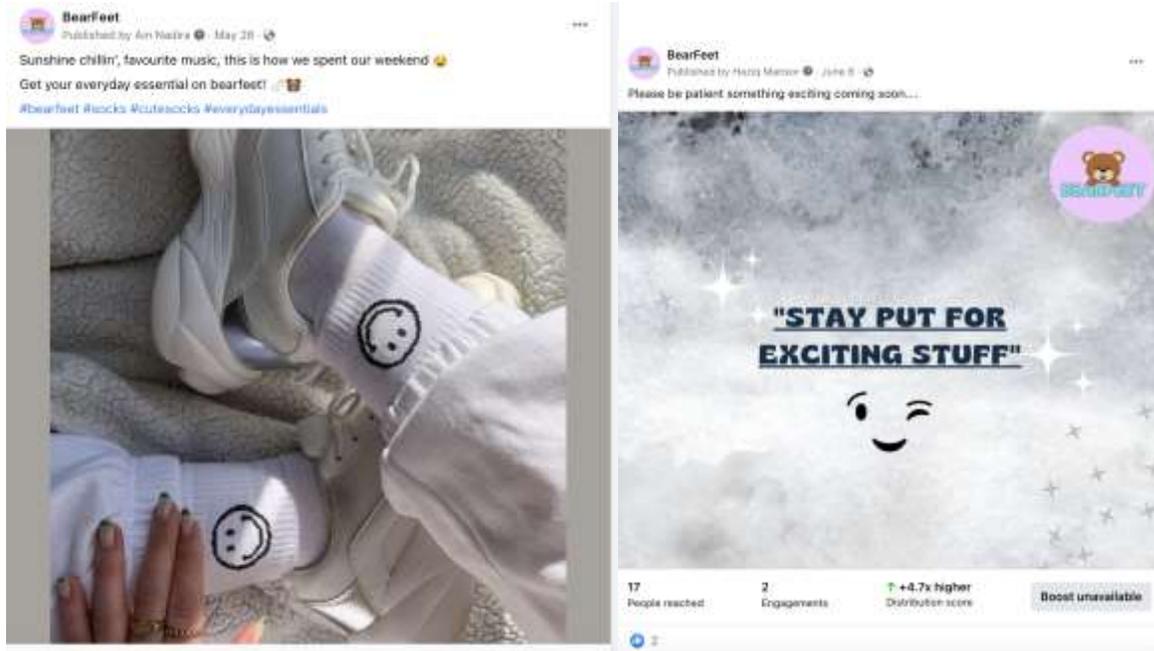
6.1 Number of likes



The image shows a screenshot of a Facebook page for 'BearFeet'. The profile picture is a circular logo with a brown bear and the text 'BEARFEET'. The page name is 'BearFeet' with the handle '@bearfeets0cks'. The navigation menu on the left includes Home, Posts, Reviews, Photos, Community, Videos, and About, with a 'Create a Page' button at the bottom. The main content area features a post from 'BearFeet' dated '27 July at 07:18'. The post text reads: '#NEWDESIGN - STOKIN PEREMPUAN PELBAGAI WARNA DAN CORAK YG COMEL2..!! [Boleh cod dapat barang baru bayar!]'. It includes two green checkmarks: 'Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.' and 'Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.' followed by '... See more'. Below the post are 'Like', 'Share', and 'Block Page' buttons, and a 'Send Message' button. On the right, the 'BearFeet' brand information is shown, including 'Clothing (brand)', 'Community' (147 people like this, 147 people follow this), and 'About' (Lot 211A, Level 1, Lot 10, 50, Bukit Bintang).

6.2 Teaser Post

Teaser 1 & 2



Teaser 3 & 4



Teaser 5 & 6



Teaser 7



6.3 Copywriting - Hard Sell

Post 1 & 2

BearFoot
Published by An Nadra • 22m • 43

DESIGN TERKIN STOKIN LELAKI PELBAGAI WARNA DAN CORAK PILIHAN..!!
[Boleh cod dapat barang baru bayar!]

- ✅ Kualiti premium, takkan kecut atau kembang kalau dibasuh banyak kali.
- ✅ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✅ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI LTK 100 ORG TERAWAL SAHAJA!
Klik link untuk harga promosi > www.my/0106587272

See Translation

BearFoot
Published by An Nadra • 22m • 43

#NEWDESIGN - STOKIN PEREMPUAN PELBAGAI WARNA DAN CORAK YG COMEL..!!
[Boleh cod dapat barang baru bayar!]

- ✅ Kualiti premium, takkan kecut atau kembang kalau dibasuh banyak kali.
- ✅ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✅ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI LTK 100 ORG TERAWAL SAHAJA!
Klik link untuk harga promosi > www.my/0106587272

See Translation

Post 3 & 4

BearFoot
Published by An Nadra • 22m • 43

STOKIN SESUAI LTK LELAKI DAN PEREMPUAN BSK WARNA MMG SENANG MATCHINGG..!!
[Boleh cod dapat barang baru bayar!]

- ✅ Kualiti premium, takkan kecut atau kembang kalau dibasuh banyak kali.
- ✅ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✅ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI LTK 100 ORG TERAWAL SAHAJA!
Klik link untuk harga promosi > www.my/0106587272

See Translation

BearFoot
Published by An Nadra • 22m • 43

STOKIN TEBAL TAK PANAS SELESA DIPAKAI SEHARIHARI..!!
[Boleh cod dapat barang baru bayar!]

- ✅ Kualiti premium, takkan kecut atau kembang kalau dibasuh banyak kali.
- ✅ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✅ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI LTK 100 ORG TERAWAL SAHAJA!
Klik link untuk harga promosi > www.my/0106587272

See Translation

Post 5 & 6

BearFoot
Published by An Nadra • 20m

STOKIN UNISEX LEMBUT DAN TAK PANAS KONPEMM TAK BERBAU!!
[Boleh cod dapat barang baru bayar!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
Klik link untuk harga promosi > [wasap.my/00706587272](https://www.whatsapp.com/message/00706587272)

See Translation

BearFoot
Published by An Nadra • 20m

#FreeKeyChain - STOKIN KUALITI PREMIUM TAK KEMBANG WALAU BASUH BERKALI KALI
[Boleh cod dapat barang baru bayar!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
Klik link untuk harga promosi > [wasap.my/00706587272](https://www.whatsapp.com/message/00706587272)

See Translation

Post 7 & 8

BearFoot
Published by An Nadra • 20m

#TAKBERSALU - STOKIN PELBAGAI WARNA DAN CORAK CANTIK CANTIK MNG RECOMMENDED!!
[Boleh cod dapat barang baru bayar!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, ta... See more

See Translation

BearFoot
Published by An Nadra • 20m

FREEGIFT KEYCHAIN! STOKIN LEMBUT DAN SELESA DIPAKAI HARIAN!
[Boleh cod dapat barang baru bayar!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
Klik link untuk harga promosi > [wasap.my/00706587272](https://www.whatsapp.com/message/00706587272)

See Translation

Post 9 & 10

BearFoot
Published by Ain Nadira • 40m • 🌐

#TAKKEMBANG - STOKIN PELSAGAI PILIHAN WARNA DAN CORAK MENARIKKK..!!
[Boleh cod dapat barang baru bayer!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
Kik link untuk harga promosi > www.whatsapp.com/message/0106587272

See Translation



BearFoot
Published by Ain Nadira • 40m • 🌐

#PREMIUMQUALITY - STOKIN TAHAN LASAK DGN HARGA YANG SGT BERBALOI
[Boleh cod dapat barang baru bayer!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
Kik link untuk harga promosi > www.whatsapp.com/message/0106587272

See Translation



Post 11 & 12

BearFoot
Published by Ain Nadira • 40m • 🌐

STOKIN BYK CORAK, WARNA, DAN LEMBUT SESUAI PAKAI HARI HARI!
[Boleh cod dapat barang baru bayer!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
Kik link untuk harga promosi > www.whatsapp.com/message/0106587272

See Translation



BearFoot
Published by Ain Nadira • 40m • 🌐

STOKIN TEBAL TAK PANAS SELESA DIPAKAI SEHARIAN!
[Boleh cod dapat barang baru bayer!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
Kik link untuk harga promosi > www.whatsapp.com/message/0106587272

See Translation



Post 13 & 14

BearFoot
 Published by An Nadra · 51m · 📍
 #TAKLINTUIS - STOKIN PELBAGAI CORAK DAN WARNA SENANG MATCHING..!!
 [Boleh cod dapat barang baru bayar!]
 ✔️ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
 ✔️ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
 ✔️ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.
 HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
 Klik link untuk harga promosi > [whatsapp.my/60106587272](https://www.whatsapp.com/message/60106587272)
 See Translation



BearFoot
 Published by An Nadra · 51m · 📍
 STOKIN KUALITI PREMIUM DGN PELBAGAI PILIHAN CORAK & WARNA MENARK..!!
 [Boleh cod dapat barang baru bayar!]
 ✔️ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
 ✔️ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
 ✔️ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.
 HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
 Klik link untuk harga promosi > [whatsapp.my/60106587272](https://www.whatsapp.com/message/60106587272)
 See Translation



Post 15 & 16

BearFoot
 Published by An Nadra · 51m · 📍
 STOKIN TAKKAN KEKUT ATAU KEMBANG WALAU BASUH BERKALI KALI..!!
 [Boleh cod dapat barang baru bayar!]
 ✔️ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
 ✔️ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
 ✔️ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.
 HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
 Klik link untuk harga promosi > [whatsapp.my/60106587272](https://www.whatsapp.com/message/60106587272)
 See Translation

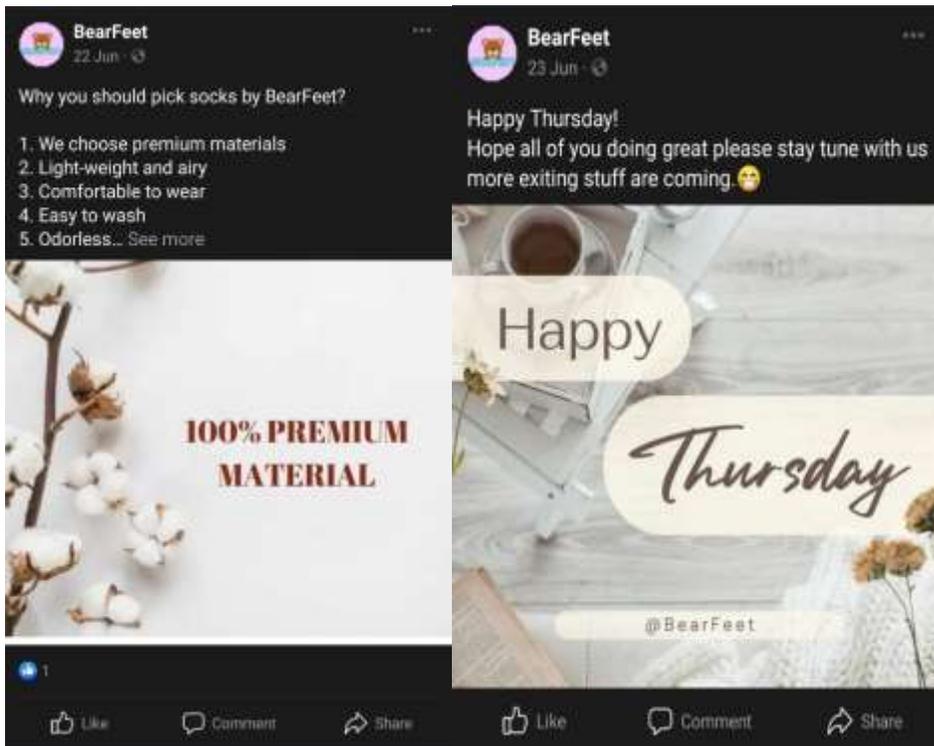


BearFoot
 Published by An Nadra · 51m · 📍
 STOKIN PELBAGAI CORAK DAN WARNA SESUAI UNTLK LELAKI DAN PEREMPUANI
 [Boleh cod dapat barang baru bayar!]
 ✔️ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
 ✔️ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
 ✔️ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.
 HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!
 Klik link untuk harga promosi > [whatsapp.my/60106587272](https://www.whatsapp.com/message/60106587272)
 See Translation

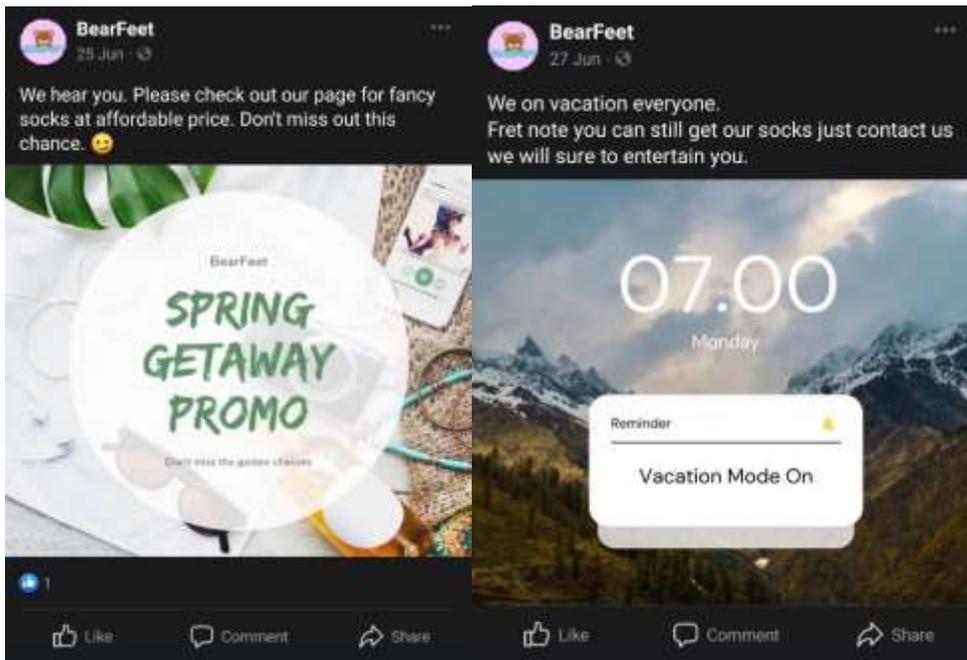


6.4 Copywriting - Soft Sell

Post 1 & 2



Post 3 & 4



Post 5 & 6

BearFeet
30 Jun · 🌐

Feeling insecure no more with our products. You don't have to feel insecure about if your feet produce bad smell. With our products that made from premium material you can rest from having trouble of bad odor.

BearFeet
3 Jul · 🌐

We proud to show you our design.

This idea came from the summer where is hot all day. So we need something refreshing. Watermelon is the best choice when it comes to hot day.

Don't miss our cute lil' socks as this desi... See more.

Like Comment Share Like Comment Share

Post 7 & 8

BearFeet
1 Jul · 🌐

It's July!!!
It's rainy season don't forget to cover up your tinny toe with our socks from the coldness. We make sure our product is heat-thermal so your feet will feel comfortable during this rainy season.

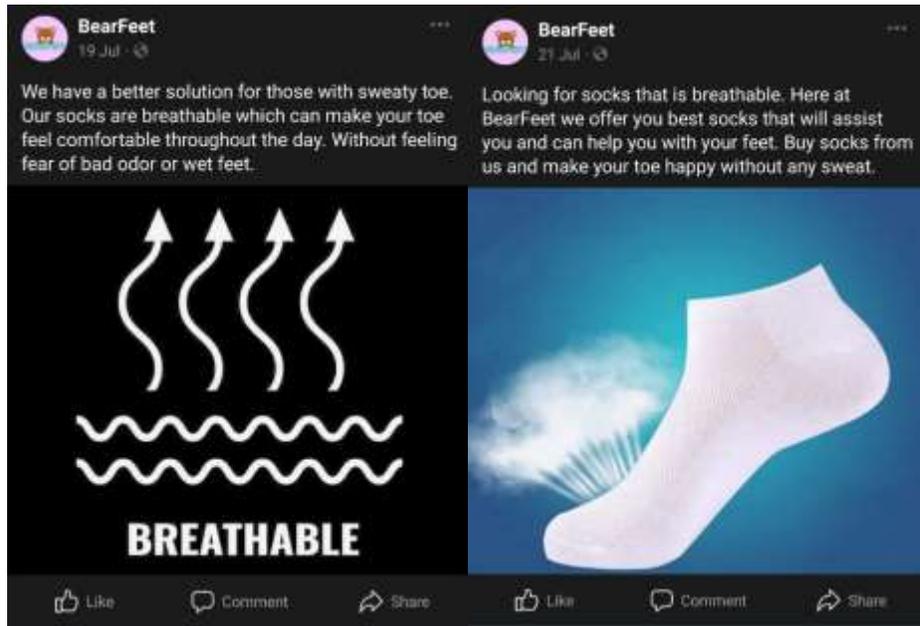
If you want to purchase you can contact us.

BearFeet
5 Jul · 🌐

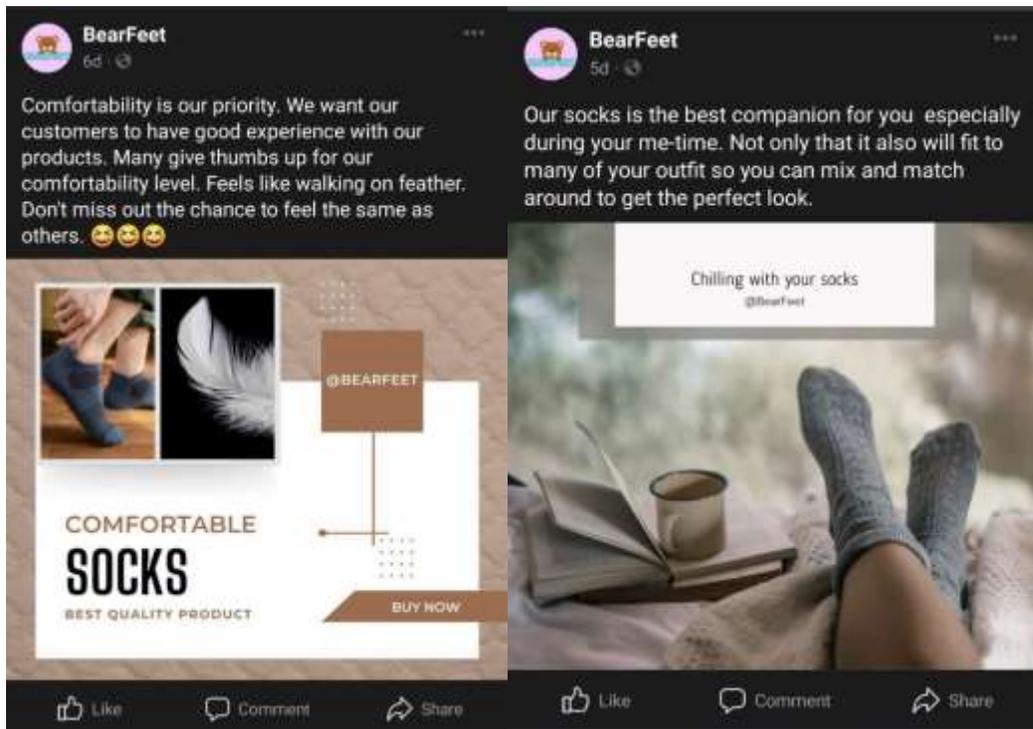
With our socks you can conquer everything. Go!! Do what ever you want play whatever sports that you like. We will make sure to protect your feet.

Like Comment Share Like Comment Share

Post 13 & 14



Post 15 & 16



7.0 Conclusion

In conclusion, one social media platform where business owners may advertise and promote their brands is Facebook. One company that uses Facebook as its major platform to advertise its goods and draw potential customers is BearFeet. By creating the Facebook page, I am able to raise BearFeet's profile among Facebook users, which will boost sales of my items. The page is very simple to use and accessible to people of all ages and generations. In addition to looking up product details, buyers can place orders by selecting, reserving, and paying for the product.

Moreover, copywriting is the art of selecting the appropriate words and the method of skillfully arranging them to advertise our socks. People's fascination is the fundamental goal of copywriting. An advertisement only works to stimulate people's interest and push their desire to purchase the product. Therefore, it needs to be intriguing and appealing. BearFeet Company's copywriters play a crucial role in our organization because they are the ones that select the ideal term or phrase to appeal to our target market.

8.0 Appendix

