



PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

BACHELOR IN OFFICE SYSTEM MANAGEMENT (BA232)

SEMESTER: 3



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ACKNOWLEDGMENT

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Last but not least, thanks to me and my partner for that always sticking together and giving full commitment on this subject until it is fully completed this Social Media Portfolio report is as follows as the dateline given.

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EXECUTIVE SUMMARY

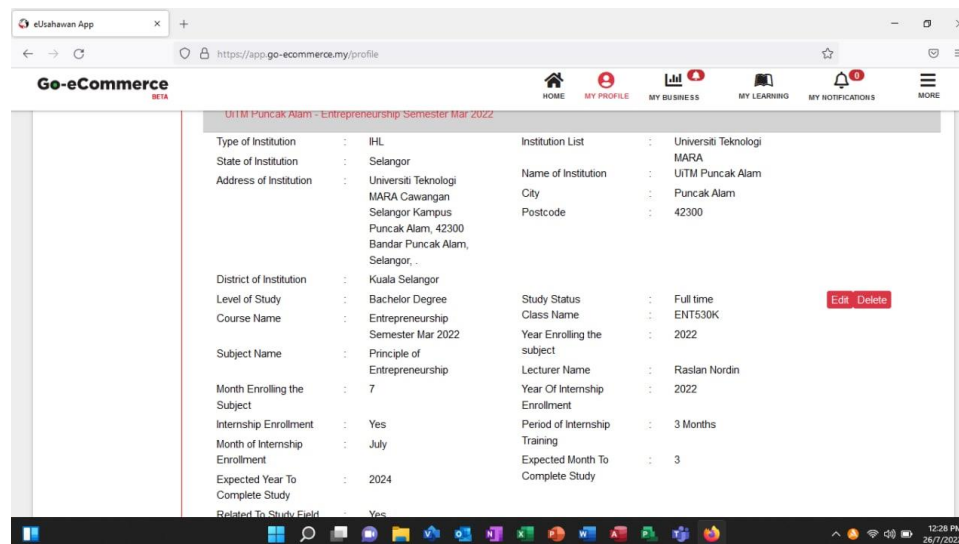
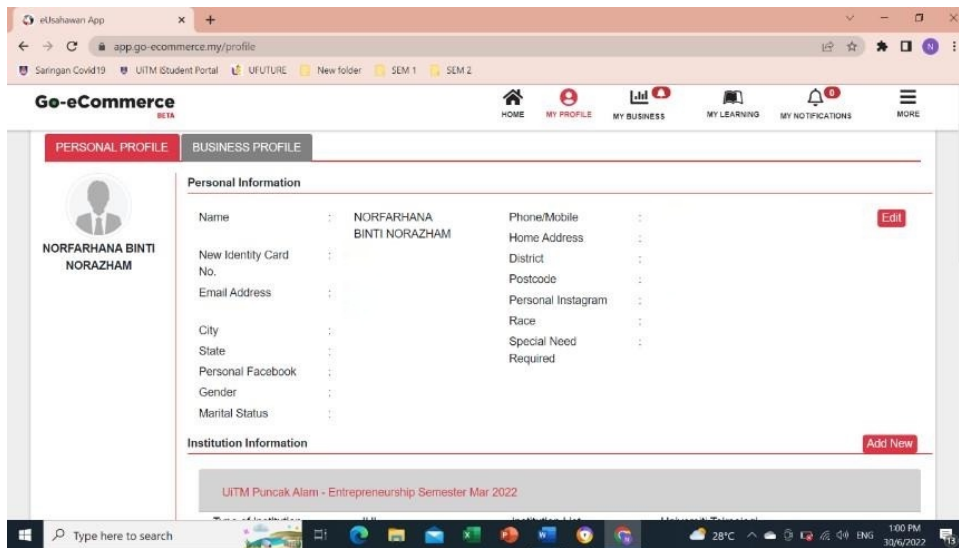
Daily boost is a company that manufactures products based on health supplements and skincare products named Forever Living that started operating in April 2022, based in Kuala Selangor. Our business plan is to aim strong market position on social media platforms and also to offer its products at a competitive price to meet the demand of our customers.

Meanwhile, Daily boost is operating online by using a Facebook Page. The account was created in April 2022. Facebook pages really help to expand our business more. Dailyboost promotes the business to be more successful and known by using the soft sell and hard sell posting technique. Giving a teaser of the product and always posting to promote the business that will attract the customers to know more about our products and also buy.

Malaysians are unwittingly participating in the new market trend of attempting due to the recent significant expansion seen by the supplement food-based business in Malaysia. Taking advantage of the chance, Dailyboost offers a wide selection of health supplements that will soon enable clients to conveniently grab their favourite goods. The company also plans to grow by opening more shops throughout Peninsular Malaysia. Dailyboost is a solid product option that may be further developed in a variety of markets as the company continues to flourish.

B. Body of the Report

1. Go-Ecommerce registration



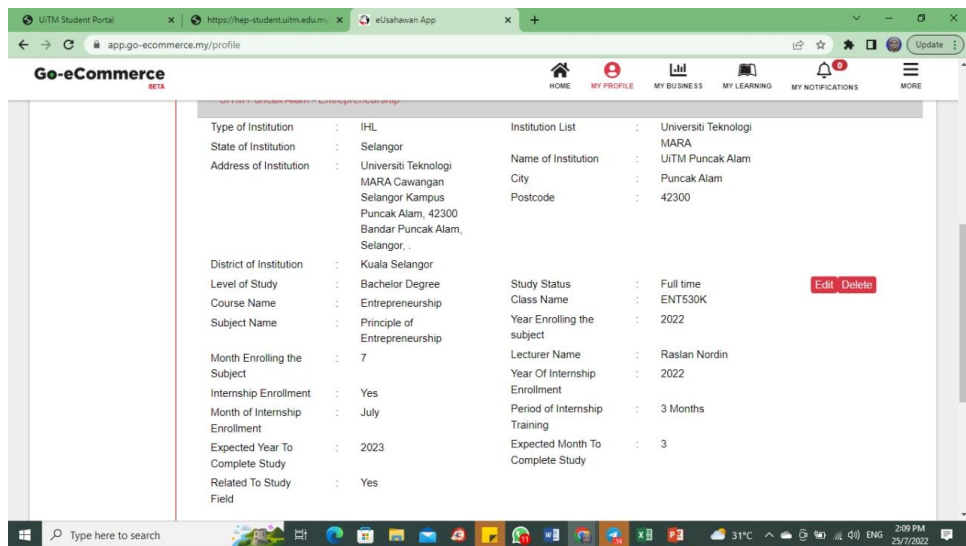
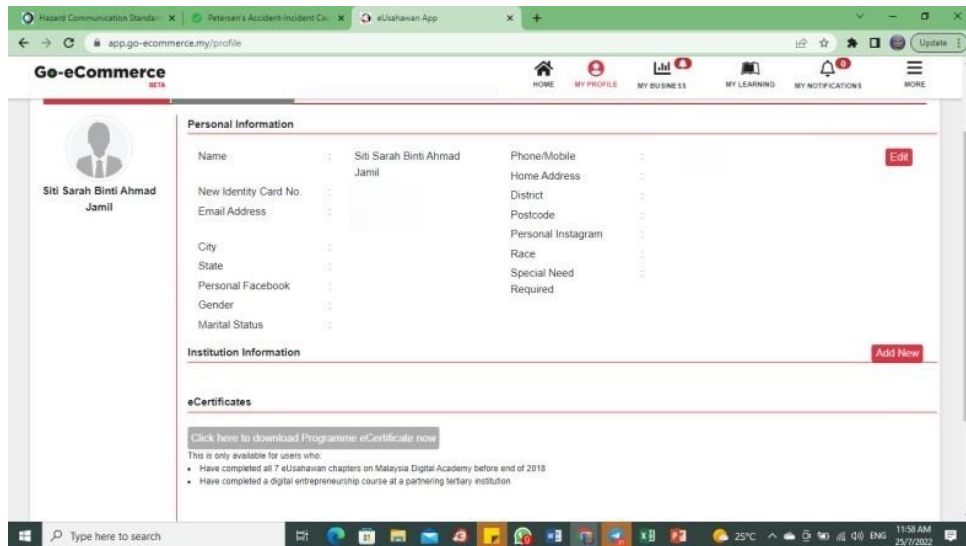


Figure 1 : Print screen profile of e-commerce

2. Introduction of business

2.1 Business background (Name and address of business)

Dailyboost is a business company name that had decided to its specialty which is the name itself show the wonderful our products to health. Other than that, the name of our business is simple and people can recognize our main products easily. As for our target market, Dailyboost product is targeted for all adults in a range of 20-60 years old as our products are suitable for the individual that want to maintain good health with the practice to eat additional health supplement

Our business is a new, Dailyboost shop focusing on providing premium and quality products. It was founded by Siti Sarah and Norfarhana. We have been encouraged to do this business due to support from our beloved families and friends.

Name of Website Page	Dailyboost
Business Address	
Corresponding Address	dailyboost@gmail.com
Telephone Number	
Form of Business	Partnership
Main Activities	Supplement and skincare products
Registration Number	002575304-U
Name of Bank	MAYBANK
Bank Account Number	

2.2 Organizational chart

Dailyboost is a partnership business form. This is because our business is only a start-up business and only operates a small business. Therefore, our organizational chart only consists of the 2 owners of the Dailyboost company. In the future, we try to expand our business in hired more workers.



Founder
(Siti Sarah binti Ahmad Jamil)



Co – Founder
(Norfarhana binti Norazham)

2.3 Mission / vision

We believe that every company should have a purpose and vision statement in order to operate in accordance with the objectives that must be met. Since we have a mission and vision for our company, we know what to accomplish in terms of both short- and long-term goals.

Mission

We sell health supplements and some skincare products from the Forever Living company.

- Our targeting consumers is for all range of ages.
- To become the first choice of health supplement among customers.
- To maintain the highest standards in terms of excellent customer service and quality products for our customers.
- To encourage personal development and release potential in order to achieve goals.

Vision

As we produce supplements and skincare products that have many local competitors. To make a Forever Living Young by Dailyboost brand familiar as the top health supplement in Malaysia that can aim to sharing the best health with you.



2.3 Descriptions of products / services

We decided to sell Forever Living Products products through our Facebook page, Dailyboost. Forever Living Products is a company that sells health foods and cosmetics. Basically, we sell health supplements and some skincare products from the Forever Living company. Aloe vera is the main ingredient in all Forever Living products.

The following are the products that we have decided to sell on our Dailyboost Facebook page. The first product is Aloe Vera Gel. This nutrient-dense drink is made from 99.7% pure inner-leaf gel, is sugar-free, gluten-free, and contains no preservatives. It's pure, potent, and full of benefits. For example, it promotes a healthy immune system, aids nutrient absorption, and aids in the maintenance of natural energy.

Then there's Forever Aloe Berry Nectar. This product contains 90.7 % pure inner leaf aloe vera gel and no preservatives. It is flavoured with natural cranberries and sweet apples. The unique feature of Forever Aloe Berry Nectar is that it promotes urinary health. Cranberry is a superfood with antioxidant power that is 20 times that of vitamin C, as well as proanthocyanidins that support urinary health. Another powerful antioxidant found in apples, quercetin, contributes to the health and flavour of Forever Aloe Berry Nectar.

Following that is Forever Arctic Sea. Forever Arctic Sea is a perfectly balanced omega-3 supplement with an exclusive oil blend. It contains fish and calamari oils, which provide a perfect balance of EPA and DHA omega-3 fatty acids, which our bodies may be lacking in. Forever Arctic Sea is available in soft gel form. It also includes four pure fish oils: cod, salmon, anchovy, and sardine. Forever Arctic Sea promotes heart health and cognition, and it is gluten-free.

Aloe Vera Gelly is the most recent product that we have decided to sell on the Dailyboost page. Forever's Aloe Vera Gelly is a simple formula that harnesses the power of aloe in its purest form. This item is part of the Forever Living skincare line. Aloe Vera Gelly hydrates, conditions, and soothes the skin, making it an ideal skin companion. Surprisingly, because of its soothing effects, it has the potential to become a basic first aid product. Aloe vera Gelly is vegetarian and vegan. It's also gluten-free.

In terms of services, Dailyboost provides free delivery from Kuala Selangor to Sekinchan. In addition, if a customer purchases more than RM200 in products, we will provide free postage.

2.4 Price list

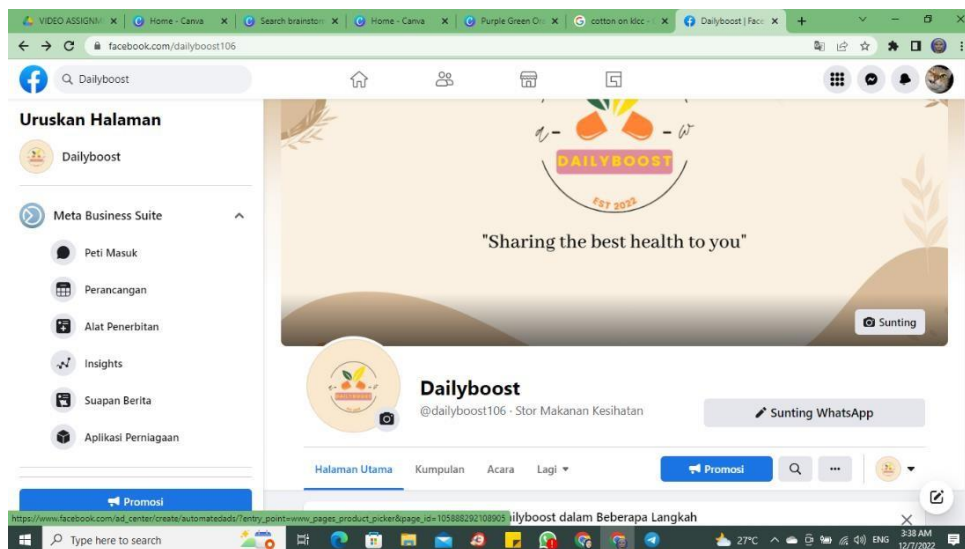
The Dailyboost products are a little pricey. This is due to its high quality. Furthermore, because we are an FBO, the price is fixed. FBOs, or Forever Business Owners, are individuals who work as distributors for Forever Living Products. To summarise, we must sell them to customers at the maximum retail price and earn retail commissions. However, preferred customers will receive a 5% discount on each Forever Living product.

Product	Name and Price (RM)
	<p>Forever Aloe Vera Gel and Aloe Berry Nectar are both RM 99.</p>
	<p>Aloe Vera Gelly is priced at RM 60.</p>
	<p>Arctic Sea is currently the most expensive product we've sold on the Dailyboost page, costing RM 118.</p>

3.0 Facebook (FB)

As we are starting our business, we created a Facebook page. This is to promote our products and services among Facebook users, especially who are nearby to our business area or where then create awareness concerned about their health using our products. Therefore, it is a good way to connect our business with customers online by creating a Facebook page. On the Dailyboost Facebook page, I created Facebook posts such as teasers, soft sells and hard sells related to business.

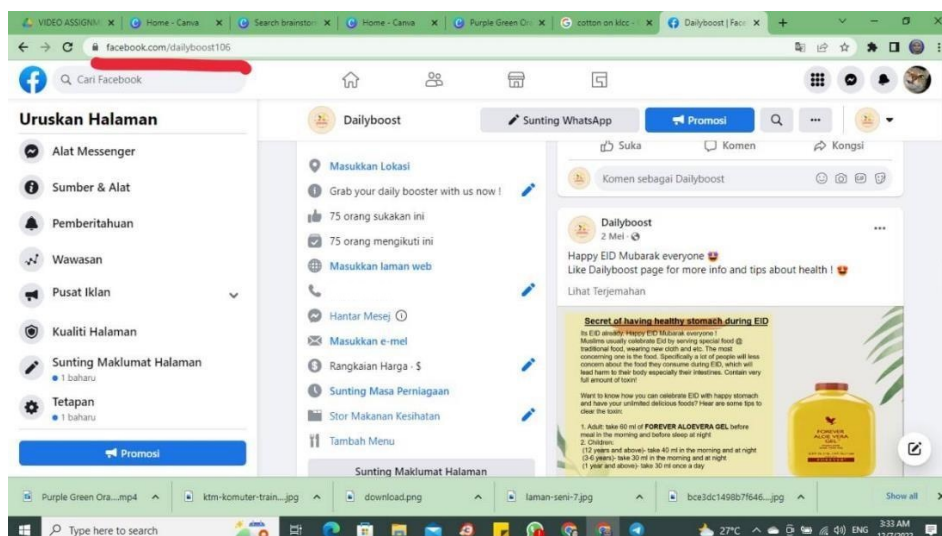
- Creating Facebook (FB) page



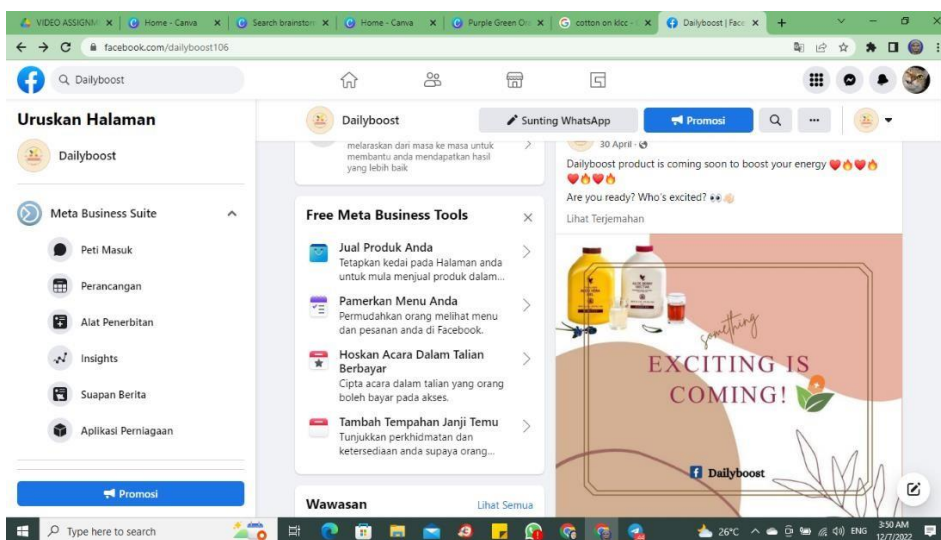
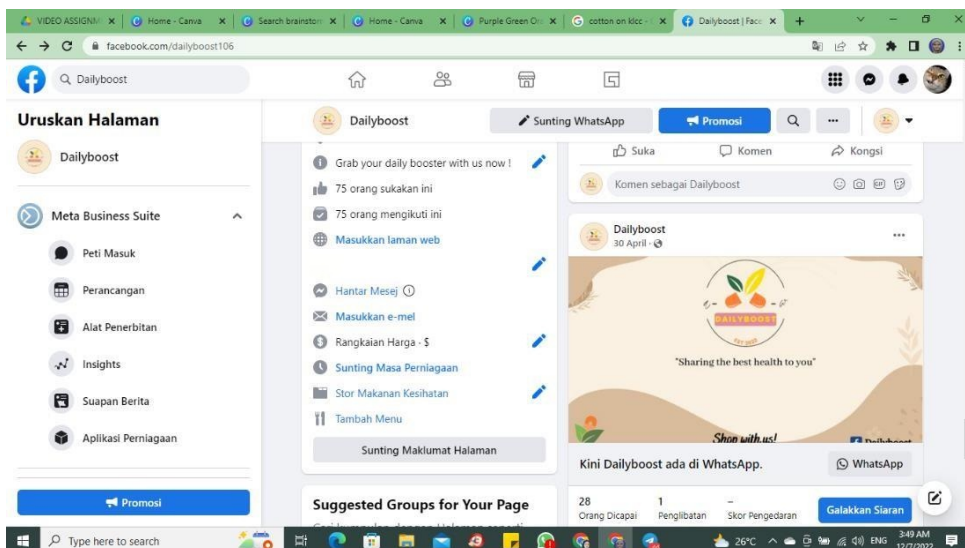
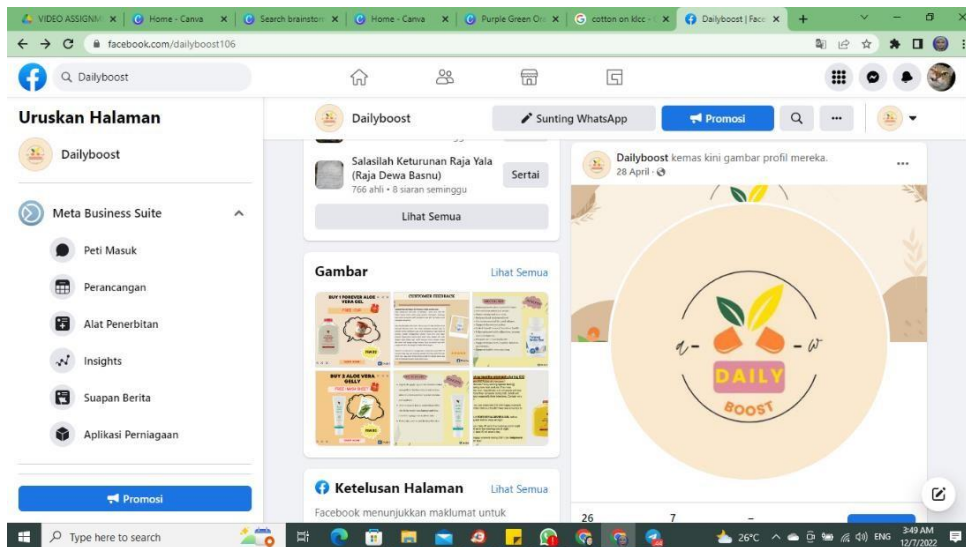
- Customizing URL Facebook (FB) page

Dailyboost's Facebook username is Dailyboost and the customized URL is

<https://www.facebook.com/dailyboost106>



- Facebook (FB) post – Teaser



- Facebook (FB) post – Copywriting (Hard sell)

Secret of having healthy stomach during EID

Its EID already. Happy EID Mubarak everyone ! Muslims usually celebrate Eid by serving special food @ traditional food, wearing new cloth and etc. The most concerning one is the food. Specifically a lot of people will less concern about the food they consume during EID, which will lead harm to their body especially their intestines. Contain very full amount of toxin!

Want to know how you can celebrate EID with happy stomach and have your unlimited delicious foods? Hear are some tips to clear the toxin:

1. Adult: take 60 ml of **FOREVER ALOE VERA GEL** before meal in the morning and before sleep at night
2. Children:
 - (12 years and above)- take 40 ml in the morning and at night
 - (3-6 years)- take 30 ml in the morning and at night
 - (1 year and above)- take 30 ml once a day

Wishing to have a happy stomach during EID? Like **Daillyboost** Page for more health tips!

FOREVER ALOE VERA GEL

Daillyboost

Uruskan Halaman

- Suapan Berita
- Alat Messenger
- Sumber & Alat
- Pemberitahuan
- Wawasan
- Pusat Iklan
- Kualiti Halaman
- Sunting Maklumat Halaman
- Tetapan

Perihal

Masukkan Lokasi

Grab your daily booster with us now !

75 orang sukakan ini

75 orang mengikuti ini

Masukkan laman web

Masukkan nombor telefon

Hantar Mesaj

Masukkan e-mel

Rangkaian Harga · \$

Sunting Masa Penerimaan

ARCTIC SEA

BENEFITS

- Brains and nerve development function.
- Prevent heart attack and stroke.
- Boosts energy and immunity.
- Reduces blood cholesterol level.
- Optimizes essential fatty acid balance.
- Supports the nervous system.
- Linked to positive mood/emotional health.
- Helps optimize healthy digestives, immune, and joint function.

CUSTOMER FEEDBACK

Ustazah Hauriah Muda (54 tahun - bukit jering, ter.)
 Saya mempunyai sakit-sakit di bahagian sendi lutut kaki dan badan kerana berat badan yang semakin meningkat. Akibatnya saya selalu mempunyai masalah mengingot ke atas kaki dan badan untuk melepaskan tekanan.

Saya diperkenalkan oleh rakan sekiranya saya, Pn Wan Paridah untuk mencuba Forever Arctic Sea untuk membantu masalah saya ini setelah melihat kebaikan saya untuk mengantikan sugar harian di sekolah. Setelah menggunakanForever Arctic Sea, saya dapat merasa lebih baik kerana saya telah terus bangun dari katil

Uruskan Halaman

- Suapan Berita
- Alat Messenger
- Sumber & Alat
- Pemberitahuan
- Wawasan
- Pusat Iklan
- Kualiti Halaman
- Sunting Maklumat Halaman
- Tetapan

Sukaan Halaman 0

Klikan Produk yang Ditagkan 0

Sediakan Halaman Anda untuk Kejayaan

Selesai menyediakan Halaman anda supaya orang di Facebook tahu anda adalah perniagaan yang boleh dipercayai.

12 daripada 13 langkah selesai

Selesai

Menubuhkan Identiti Halaman Anda

Selesai

Sediakan Maklumat dan Pilihan Utama

Daillyboost

Assalamualaikum and good day everyone 🌸

Want to know the secret of improving health ? check out Arctic Sea 🌸

A lot of people suffered from bad performance of health when they get older.

Referring to Ustazah Hauriah Muda, she suffered from joint pain , stiff or sore muscles for years. One day her friend introduce her to Arctic Sea. After regular intake of Arctic Sea, her health slowly improving.

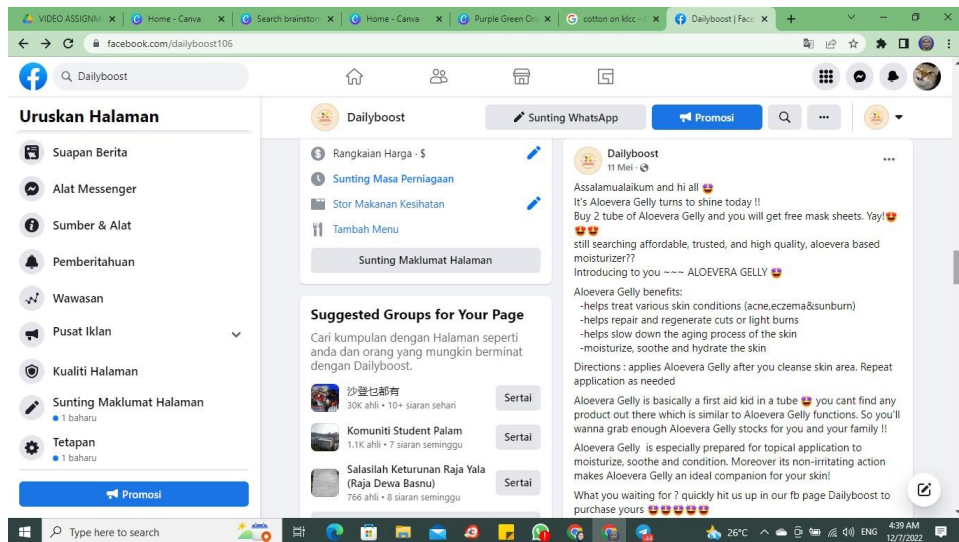
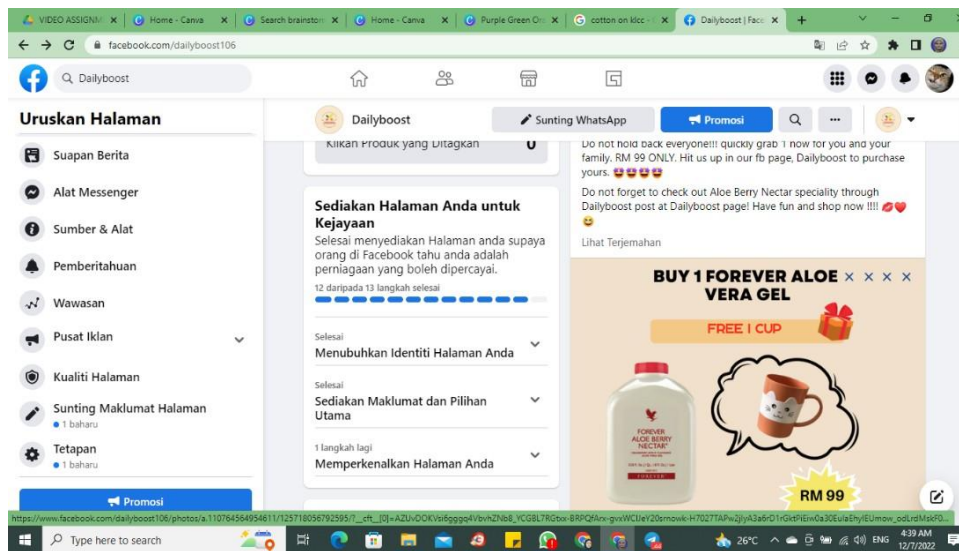
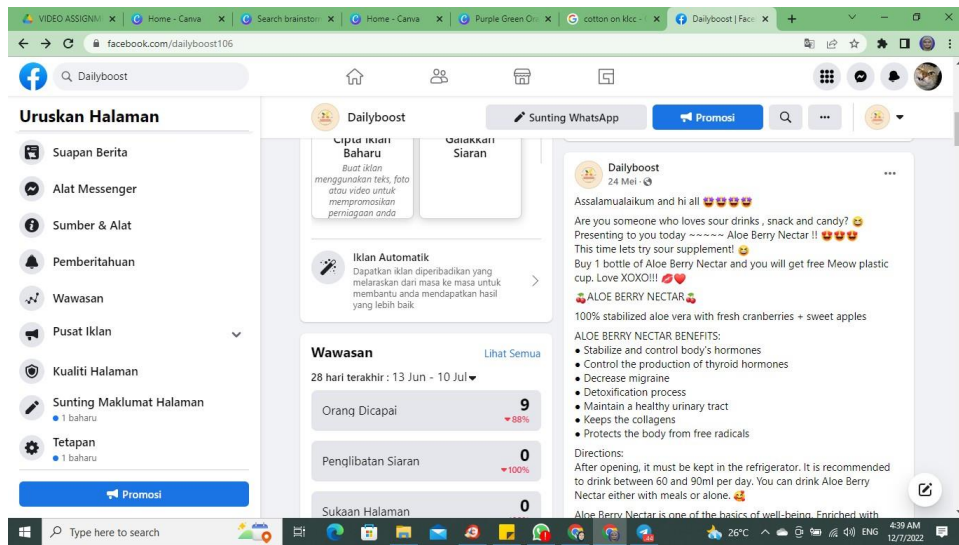
Tips consuming Arctic Sea

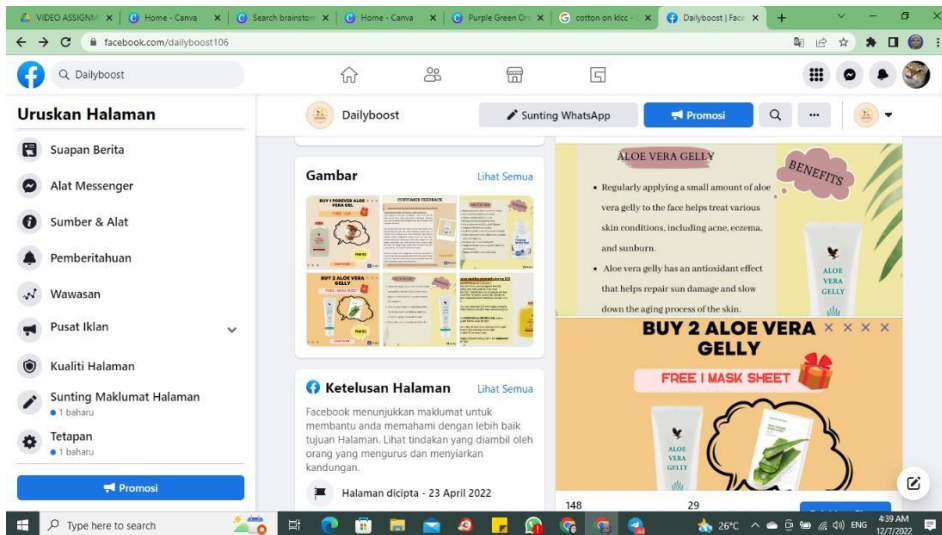
- Adult – take 1 capsule in the morning(before meals), 1 capsule at night (before sleeps)
- *melt the capsule for children if necessary*
- Children (12 years below) – take 1 capsule in the morning, 1 capsule at night
- Children (1-6 years old) – 1 capsule in the morning

Want to improve your health ? Please like and read Daillyboost page for further informations 🌸🌸🌸

Don't forget to quickly grab your Arctic Sea for you and your family 🌸

- Facebook (FB) post – Copywriting (Soft sell)





• Graphics

ALOE VERA GELLY

- Regularly applying a small amount of aloe vera gelly to the face helps treat various skin conditions, including acne, eczema, and sunburn.
- Aloe vera gelly has an antioxidant effect that helps repair sun damage and slow down the aging process of the skin.
- Moisturize, soothe and hydrate the skin.

BUY 2 ALOE VERA GELLY

FREE 1 MASK SHEET

RM 60

SHOP NOW!

CUSTOMER FEEDBACK

Pn. Norlaila Sulong (padang hilliran, serembanu.)
 Saya mempunyai masalah busur sejak dua tahun yang lalu. Kini biji busur sudah tiada lagi apabila saya mencuba sebotol Aloe Vera Gel yang pertama. Selain itu, saya juga rasa angin dalam perut semakin berkurangan dan tiada sakit pada bahagian dada yang disebabkan gastrik.

Minyak ikan Arctic Sea yang saya amalkan setiap hari juga membolehkan saya rasa segar dan urat2 tidak sakit lagi ketika memasak di tempat kerja.

Suami saya yang merupakan seorang polis biasanya akan cepat mengantuk, letih dan migrain ketika bertugas, kini rasa segar, kurang stress dan badan yang ringan apabila berat badannya juga menurun dari 95kg ke 85kg dalam masa sebulan apabila menggunakan Aloe Vera Gel dan Arctic sea.

Anak saya yang berumur 12 tahun yang kurang makan nasi kini lebih berselera setelah minum Aloe Vera Gel. Saya akan terus menggunakan produk ini untuk kesihatan kami sekeluarga. Terima kasih

★★★★★

CONCLUSION

In conclusion, social media portfolio is a good platform for a student to start their business and it can guide us to become successful entrepreneurs. Dailyboost product is a business that sells a variety of health foods and skincare products. It supports us in a variety of ways, particularly with regard to how to market our company and how to meet our goals. Additionally, social media portfolios taught us as students how to properly organize our businesses and strike a balance between them and our academic obligations. We also can enhance our knowledge and skills in IT and keep up with the current development in the country.

Therefore, as a start-up business that uses online platforms such as Facebook page, we are able to achieve some of our goals with success and will be going more of Dailyboost targets in the upcoming future. We are not on a fixed income, therefore we can make ends meet by running a side business. Last but not least, we were able to manage and surpass our profit target. This illustrates how developing a social media portfolio may help us become better entrepreneurs.