



اَوْنِيَوْرْسِيْتِي تِيكُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**

**MARA UNIVERSITY OF TECHNOLOGY (UiTM) CAMPUS PUNCAK ALAM,  
SELANGOR**

**ASSIGNMENT: PAIR ASSIGNMENT**

**SOCIAL MEDIA PORTFOLIO**

**COURSE: ENT 530 – PRINCIPLES OF ENTREPRENEURSHIP**

**PREPARED FOR:**

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**SUBMISSION DATE:**

**14 JULY 2023**

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## **ACKNOWLEDGEMENT**

First, we would like to express the highest gratitude to Allah S.W.T for his mercy and guidance in giving us a strength, knowledge, and opportunity to complete this ‘Social Media Portfolio’ task. A lot of thanks to our lecture of ENT 530, Madam Norfazlina Binti Ghazali. Thank you for always support and guidance us to finish our task. Nothing can be done without her and thanks to her for patiently answer all the questions and help us during that process to complete this task. We really appreciate the time that she spent to teach and give some knowledge to us about this subject.

Moreover, thanks for our members for giving co-operation together to carrying this task so that, we can finish our task before the deadline of submission this task. Not forget to appreciate our parents for supporting and assist us mentally and physically during that time. Besides, thanks for understanding, encourage and land a hand when we really need some help.

In addition, we gratefully to all my friends and our classmate for willing to help us. We would like to take this opportunity to thank your because willing to share idea, information and reminding about doing this social media portfolio. We will never forget your kindness and hope that you can complete this assignment. Finally, we would like to express our thanks to all people that support and buy our product that related to this assignment. This accomplishment would not have been possible without them. Thank you.

## **EXECUTIVE SUMMARY**

In this subject, Principle of Entrepreneurship (ENT530), we learn about Copywriting strategy. From the Social Media Report, students need to choose a product or services to promote for selling on the social media such as Facebook. As we know, most people had their own social media account to connected with others. Facebook is one of the best platforms that we can use to do an online business.

FAZRIL TRANSPORTATION SERVICE is our service name that we decided to promote and provide the transportation service on Facebook page. We choose this service because many people espacially student in UiTM Puncak Alam need a transport to go everywhere they want. We used Perodua Axia as the main car because it is efficient and reliable to use. We named our service FAZRIL because it is our combination name between FAHIM and EZRIL as a partnership for this business and also easy to remember it. Additionally, our service also open for the public. The name chosen is also intended to attract the attention of customers.

There are two types of copywriting techniques that we used to promote our online product and this business. Soft sell copywriting is a soft sell which features are more suitable language, consultative tone, and non-aggressive technique. This technique is used to attract more customer and persuade them to buy our product. It also helps to create awareness and provide updates about the product. The other copywriting technique is hard sell is a direct and insistent language of advertising. It can be consisted as a high-pressure and aggressive technique to persuade customer in the short-term.

# 1.0 BODY OF REPORT

## 1.1 Go-Ecommerce Registrations

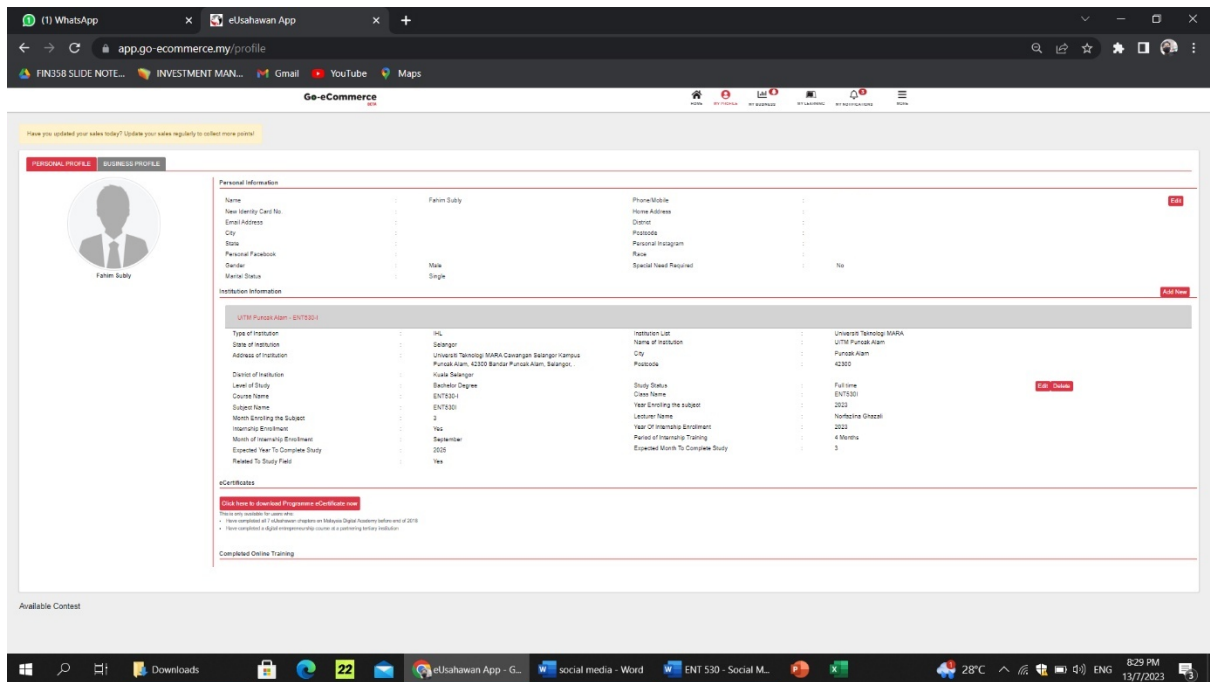
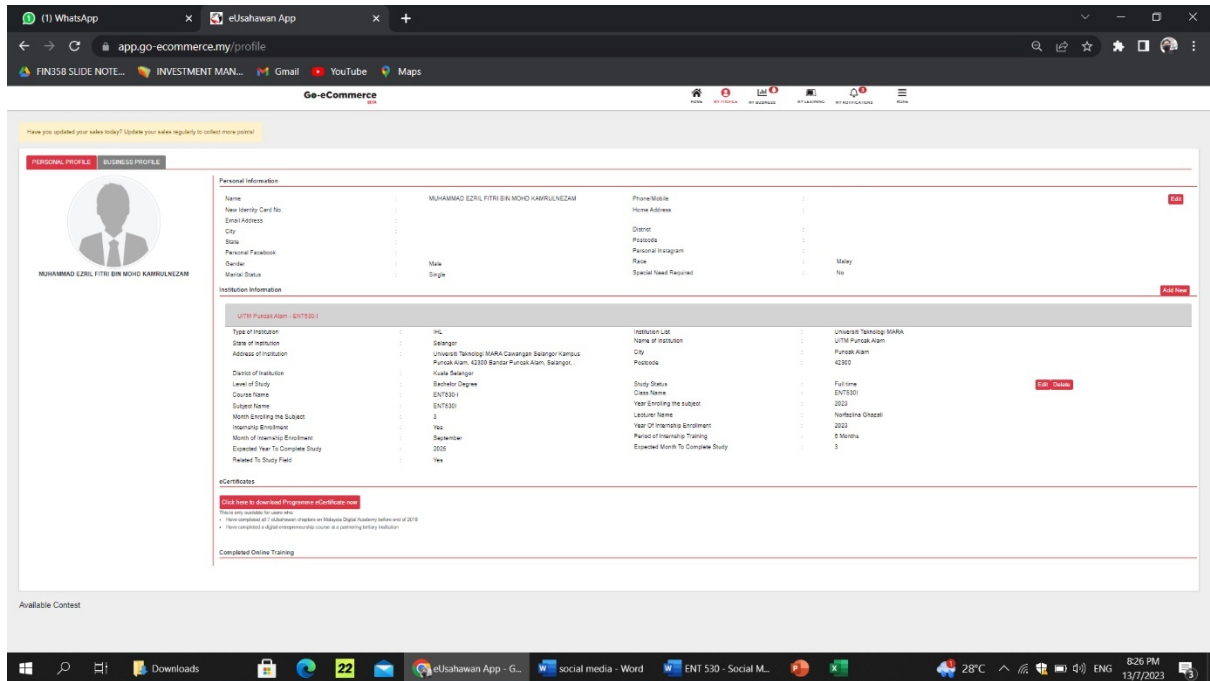


Figure 1.1 Fazril Transportation Service Go-Ecommerce Registrations

## 1.2 MyENT Certificate

The certificate is a formal document with a purple and white geometric background. At the top left, it features the logos of Universiti Teknologi MARA and MASMED. The title 'MASMED YOUNG ENTREPRENEUR (MyENT)' is prominently displayed in the center. Below the title, the section 'SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM' lists the student's details. The 'MAKLUMAT PERNIAGAAN' section provides information about the business registration, including the mode (online), field (freight services), and address. A disclaimer at the bottom states that the registration is a record of the student's business activity during their studies and is not a permanent business registration. The certificate is signed by the Penolong Naib Canselor Keusahawanan UITM.

**UNIVERSITI TEKNOLOGI MARA** | Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)

**MASMED YOUNG ENTREPRENEUR (MyENT)**

**SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM**

No. Pelajar : 2022660554  
Nama : MUHAMMAD EZRIL FITRI BIN MOHD KAMRULNEZAM

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN  
Fakulti : Faculty of Business & Management  
Kampus : Selangor

**MAKLUMAT PERNIAGAAN**

Mod Perniagaan : Online  
Bidang Perniagaan yg diceburi : Perkhidmatan Pengangkutan  
Tempoh Berniaga :  
No. Pendaftaran Perniagaan :  
URL Perniagaan :  
Alamat Premis Perniagaan : UiTM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam, 42300 Puncak Alam, Selangor  
Tarikh Mendaftar : 24 Jun 2023  
Tarikh Kemaskini :  
Tarikh Cetak : 24 Jun 2023

Siji Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UiTM. Siji ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan siji ini tanpa sebarang notis. Penggunaan siji 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.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSELOR 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	: 2022816124
Nama	: MUHAMMAD FAHIM BIN SUBLY
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
Fakulti	: Faculty of Business & Management
Kampus	: Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Online
Bidang Perniagaan yg diceburi	: Perkhidmatan Pengangkutan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	:
Alamat Premis Perniagaan	: UITM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam 42300 Puncak Alam, Selangor
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SALINAN PENDAFTARAN INI DIPERAKUI OLEH  
**PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

*Figure 1.2 Fazril Transportation Service MyENT Certificate*

### 1.3 SSM Registration

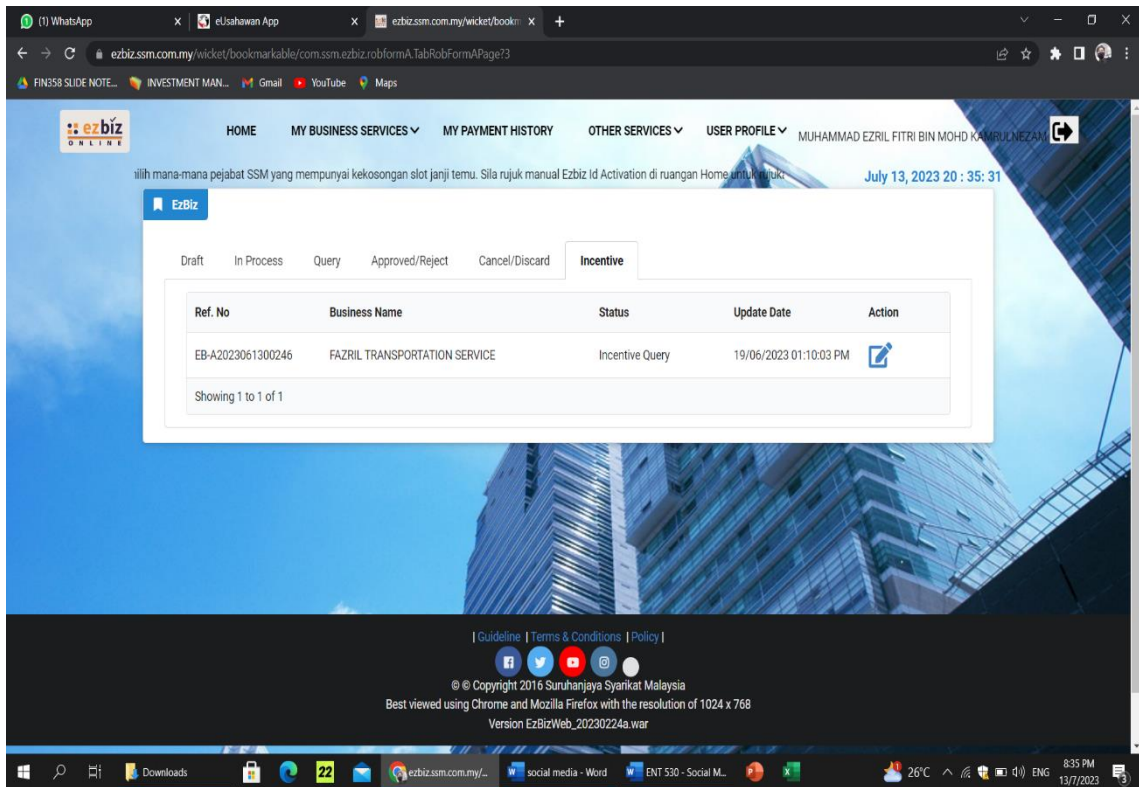


Figure 1.3 SSM Registration for Fazril Transportation Service

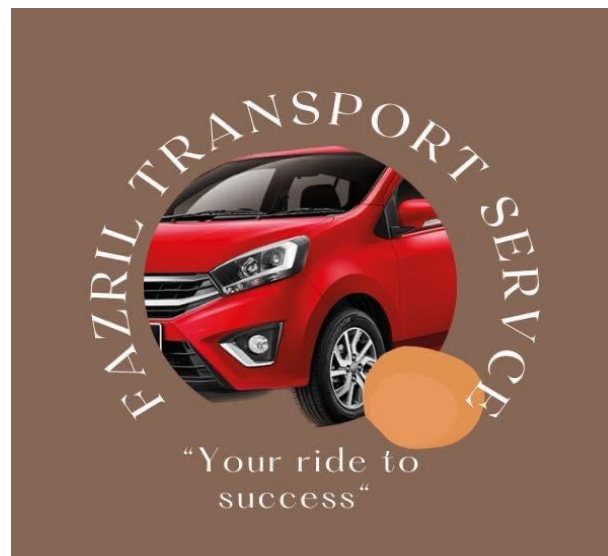


## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

Fazril Transportation Service is a business name that has been decided based on our main service which is provide the transportation service. We took the opportunity to promote and sell our small business on Facebook page. We choose this business because of demand from the Uitm student that need the transportation for them go to class or everywhere. There are many reviewers that give an excellent comment, and many customers fall in love with our service.

We choose Fazril Transportation Service as our business name because it a combination between Fahim and Ezril as a partnership for this business. Furthermore, it is also a simple name and easy to remember when introduce for the public. The name chosen is also intended to attract the attention of customers. We provide our service in Alam Suria, Puncak Alam. We charge our service according to the fixed rate has been set by the transportation community in Puncak Alam.



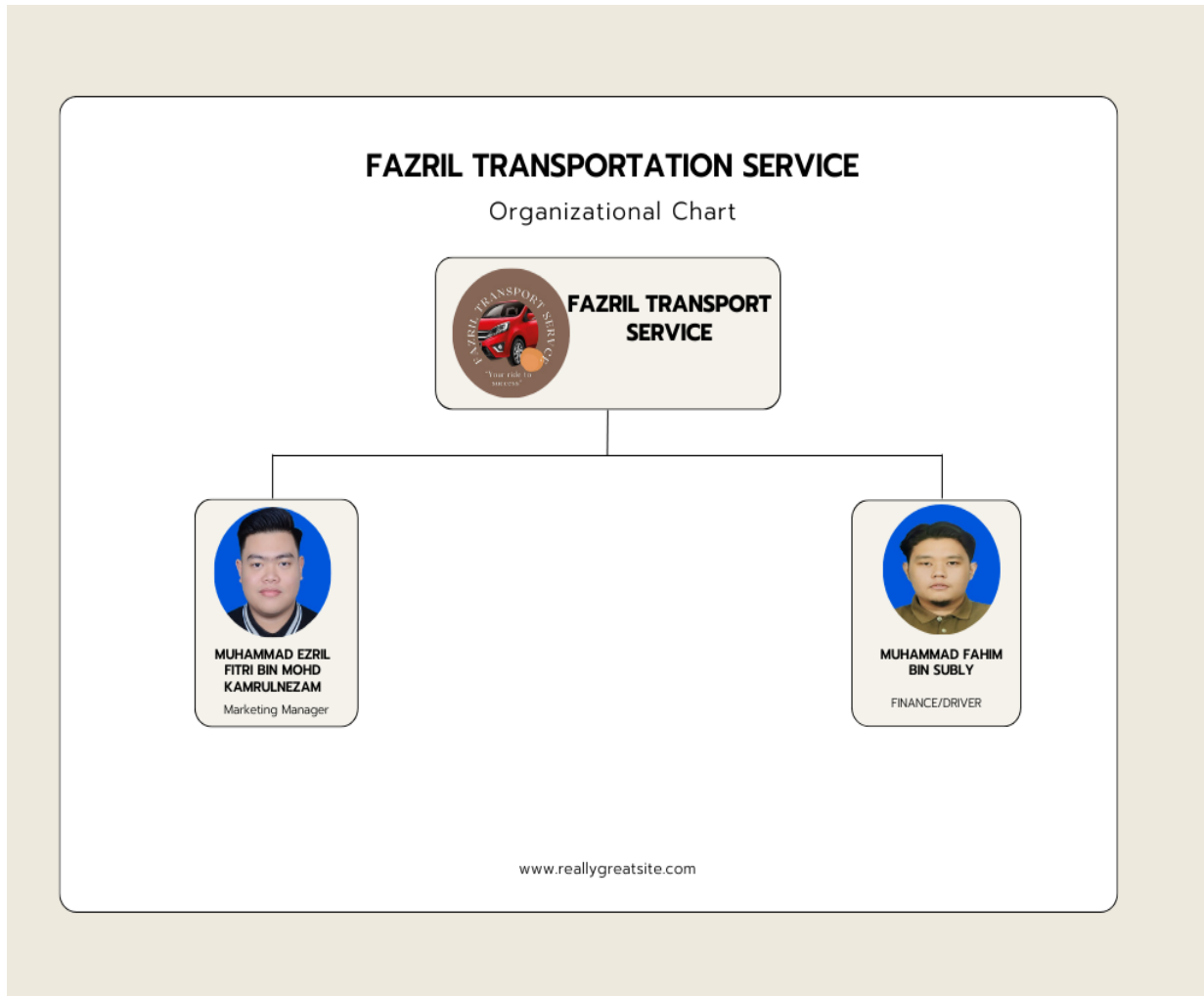
*Figure 1.4 The logo of Fazril Transportation Service*

<b>NAME OF BUSINESS</b>	Fazril Transportation Service
<b>BUSINESS ADDRESS</b>	UiTM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam, 42300 Puncak Alam, Selangor
<b>EMAIL ADDRESS</b>	
<b>TELEPHONE NUMBER</b>	
<b>FORM OF BUSINESS</b>	Sole Proprietorship
<b>MAIN ACTIVITIES</b>	Provide transportation service
<b>NAME OF SERVICE</b>	Fazril Transportation Service
<b>DATE OF COMMENCEMENT</b>	13 May 2023

*Table 1.1 Fazril Transportation Service Business Information*

## 2.2 Organizational Chart

Fazril Transportation Service is a sole proprietorship business by provide our own service which is transportation service. This is because it simple and least expensive business type. Our organization chart consisted by two partnerships.



## 2.3 Mission and Vision

Every organization has its unique mission and vision. The mission outlines the business's goals and the strategies it employs to attain those objectives. On the other hand, the vision articulates the company's envisioned future state. Both mission and vision statements are commonly used to express the organization's goals, objectives, and accomplishments.

### **Mission**

Our mission is to provide efficient, reliable, and sustainable transportation services that enhance connectivity, improve quality of life, and contribute to the overall well-being of individuals and communities. We strive to meet the diverse needs of our customers by offering safe, convenient, and affordable transportation options while minimizing environmental impact and promoting social equity.

### **Vision**

Our vision is to be the leading provider of transportation services, revolutionizing the way people and goods move around. By leveraging cutting-edge solutions, we aim to create a connected and integrated transportation network that enhances mobility, reduces congestion, and supports economic growth while preserving the environment for future generations. We aspire to be a catalyst for positive change, shaping the future of transportation and making a meaningful impact on society.

## 2.4 Description of Service

Our transportation service is one of the crucial services that need by all people espacially student from Uitm Puncak Alam. We give the best service to make sure our customers satisfied with our service. We use Perodua Axia as our main transport because the car is designed to be fuel-efficient, which can help save on fuel expenses and reduce environmental impact. In addition, only that car that we have to do these services. We charge our service according to the fixed rate has been set by the transportation community in Puncak Alam.

## 2.5 List of prices

<b>LOCATION FROM COLLEGE</b>	<b>TOTAL (RM)</b>
To Faculty	RM 5
To Hospital Uitm	RM 8
To Alam Bina	RM 8
To Eco Grandeur	RM 10
To Akademi Mokhtar Dahari	RM 15
To Kwasa Central	RM 40
To Saujana Utama	RM 10
To Elmina	RM 30
To Shah Alam	RM 40
To Lotus	RM 10
To Setia City Mall	RM 30

*Table 1.2 Fazril Transportation Service list of prices*

### 3.0 FACEBOOK

When we start starting our business, we created our own Facebook page. We are decided to provide transportation service. We created our own name which is Fazril Transport Service Puncak Alam to attract more customers to use our service. Our goal in creating a Facebook page is also to promote the services that we provide. As we have stated above, we charge our service according to the fixed rate has been set by the transportation community in Puncak Alam. Thus, the Facebook page that we created also can help us to get the new customers and can interact with our regular customers easily.

In addition, the Facebook page we have established serves as an effective platform for connecting with our customers online. Furthermore, in today's society, social media has become an integral part of many people's daily lives. Therefore, we have seized this opportunity to enhance our Facebook page by incorporating various language styles such as teasers, soft selling, hard selling, and other relevant information related to our business.

#### 3.1 Creating Facebook (FB) page.



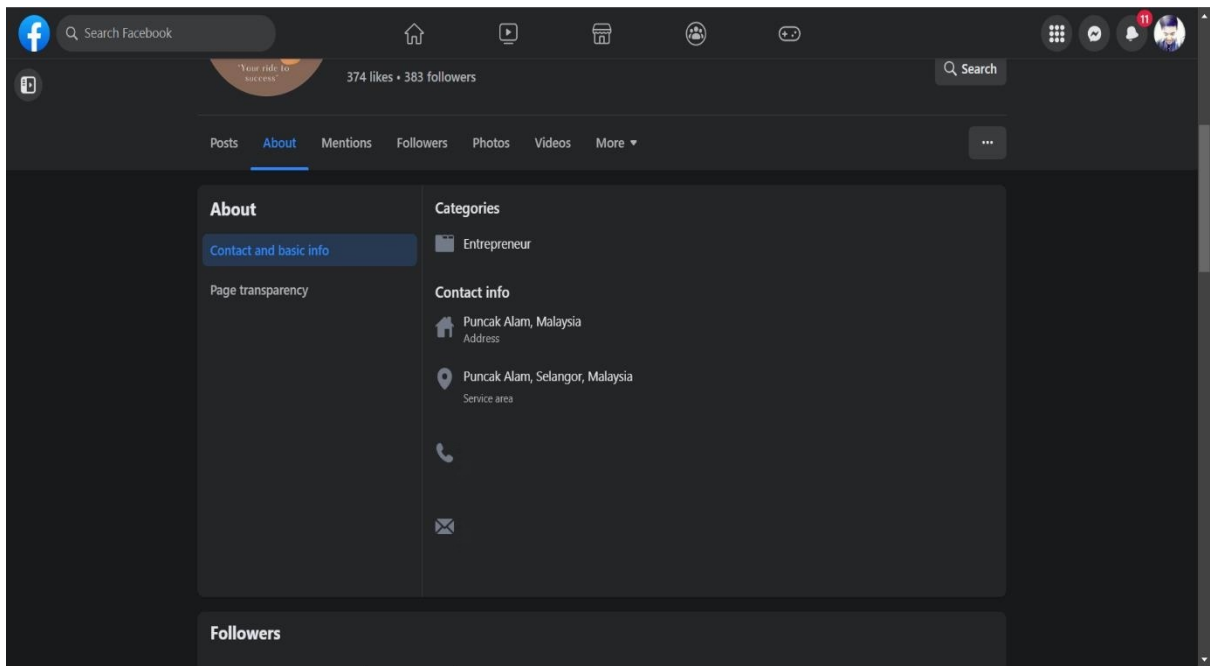


Figure 1.5 Fazril Transportation Service Facebook Page

### 3.2 Costuming URL Facebook (FB) Page



Figure 1.6 Fazril Transportation Service Official Facebook page URL

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

### 3.3 Facebook (FB) post – Teaser

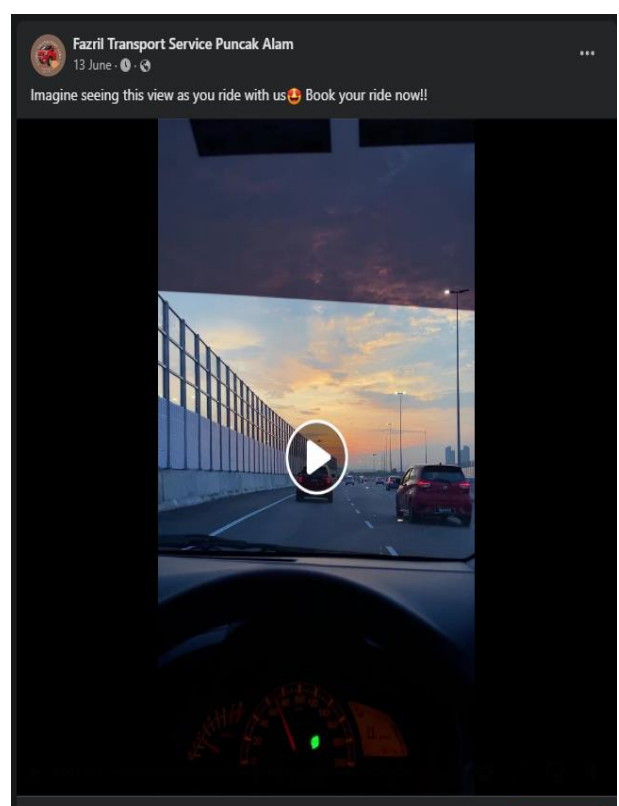
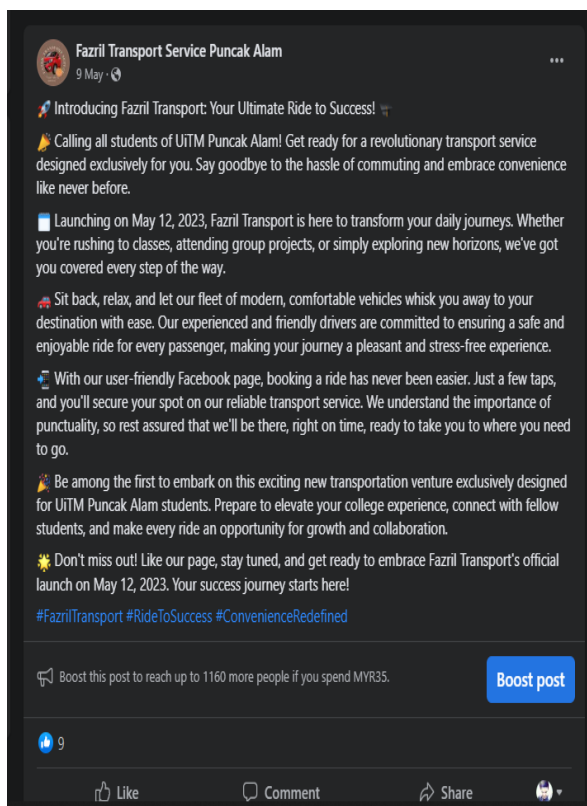
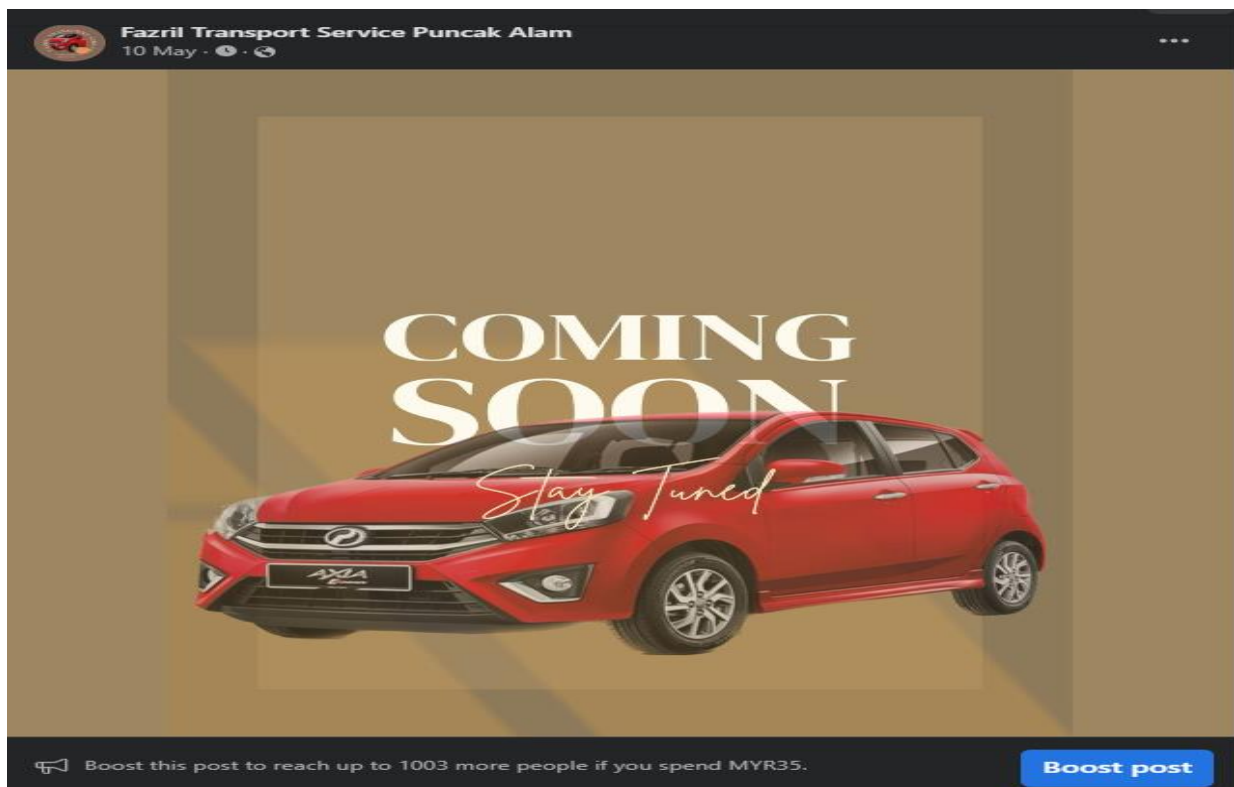
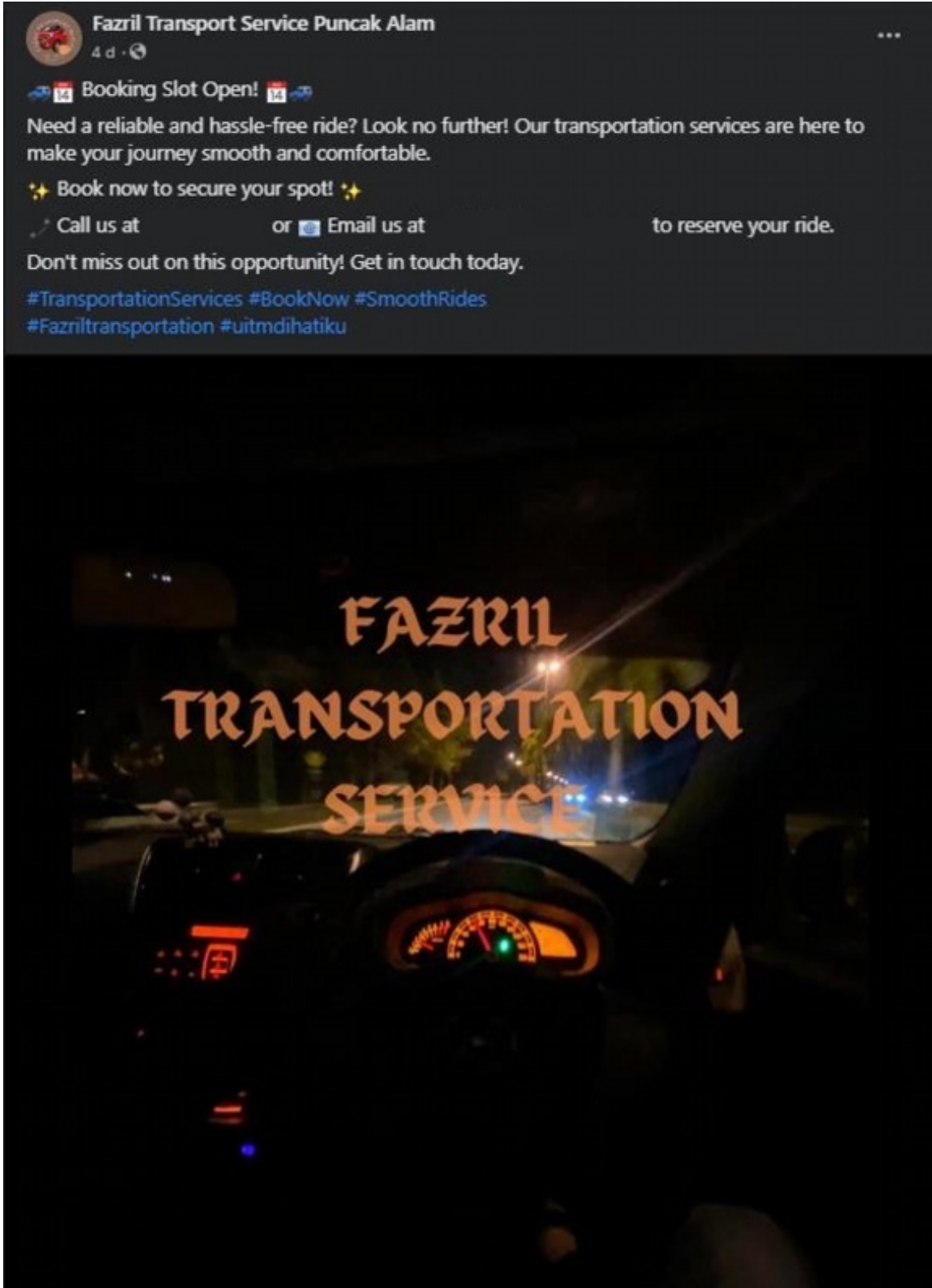


Figure 1.7 Fazril Transportation Service teaser posts





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



## Fazril Transport Service Puncak Alam

7 May · 🌐 · 🌐



🚗🌟 Discover Convenient and Reliable Transportation with Us! 🌟🚗

Are you tired of the hassles of commuting or searching for a reliable transport service in town? Look no further – we've got you covered! 😊

🌟 Introducing our trusted transport business, dedicated to providing you with a stress-free and enjoyable travel experience. Here's why you should choose us:


- ✅ **Reliable and Punctual:** We understand the importance of being on time. Our professional drivers are committed to ensuring you reach your destination safely and promptly, giving you peace of mind throughout your journey.
- ✅ **Comfortable Rides:** Sit back, relax, and enjoy the comfortable and well-maintained vehicles in our fleet. Whether you're traveling alone or with a group, we have the perfect ride to cater to your needs.
- ✅ **Affordable Rates:** We believe in fair pricing without compromising on quality. Our competitive rates make our transport service accessible to everyone, so you can enjoy convenience without breaking the bank.
- ✅ **Safety First:** Your safety is our top priority. We adhere to strict safety protocols and maintain our vehicles in excellent condition, ensuring a secure and worry-free travel experience.
- ✅ **Customized Service:** We understand that every customer is unique. That's why we offer personalized services to cater to your specific requirements. Let us know your preferences, and we'll tailor the transport experience just for you.
- ✅ **Friendly and Professional Staff:** Our team is dedicated to providing exceptional customer service. From the moment you book with us until the end of your journey, expect friendly and courteous assistance every step of the way.

🌟 Experience the convenience and reliability of our transport services – your go-to solution for all your travel needs! 🌟

👉 Contact us today at [redacted] to book your next ride. Let us take care of your transportation, so you can focus on enjoying the journey!

🚀 Say goodbye to transportation worries and hello to convenience with our trusted transport business! 🚀

#ConvenientTransportation #ReliableRides #TravelWithEase #CustomerSatisfaction

 **Fazril Transport Service Puncak Alam**  
17 May · 🌐 · 🌐

🚗👤 Discover Puncak Alam in Style with Our Premium Transportation Service! 🏠 ✨

Looking for a hassle-free and comfortable way to explore the beautiful town of Puncak Alam, Selangor? Look no further! 📍

🔥 Introducing our top-notch transportation service exclusively designed for your convenience!

- ✅ Experience Unmatched Luxury: Sit back, relax, and enjoy the journey in our luxurious fleet of vehicles. From sleek sedans to spacious SUVs, we have the perfect ride to cater to your needs and preferences.
- ✅ Professional and Reliable Chauffeurs: Our highly skilled chauffeurs are committed to providing you with a seamless and safe travel experience. Rest assured, they are well-versed with the routes and local knowledge, ensuring you reach your destination promptly.
- ✅ Convenience at Your Fingertips: Forget the hassle of navigating unfamiliar roads or waiting for public transportation. With our service, you'll have the freedom to explore Puncak Alam and its surrounding areas at your own pace.
- ✅ Affordable and Transparent Pricing: We believe that luxury shouldn't come at a hefty price. Our transportation service offers competitive rates and transparent pricing, ensuring you get the best value for your money.
- ✅ Personalized Itineraries: Whether you're heading to Puncak Alam for a business meeting, a family outing, or a romantic getaway, we can customize your itinerary to make your trip memorable and tailored to your specific needs.

🌟 Don't miss out on the opportunity to travel in comfort and style during your visit to Puncak Alam! 🌟

👉 Book our transportation service today and let us take care of all your travel needs. Simply call [Phone Number] or visit our website [Website URL] for reservations and inquiries. Limited availability, so act fast!

🚀 Get ready to experience Puncak Alam like never before with our premium transportation service! 🚀

#PuncakAlamTransportation #LuxuryTravel #ConvenienceOnWheels #ExploreInStyle #UITM #FAZRILTRANSPORT #PUNCAKALAM

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



**Fazril Transport Service Puncak Alam**

15 June at 16:30 · 🌐 · 🌐



Get ready!!! Our very experience driver has hit the road, ready to accept your order!! Seat back and relax as our driver brings you to your destination.



📣 Boost this post to reach up to 1162 more people if you spend MYR35.

**Boost post**

**Fazril Transport Service Puncak Alam**  
14 June at 15:30 · 🌐 · 🌐

Our repeated customer requests a special order to send him to his hometown in Seremban, Negeri Sembilan.




The image shows three men inside a car. The man on the left is wearing a black cap and a black t-shirt, with a large, stylized flame graphic (red and yellow) covering his face. The man in the middle is wearing a black t-shirt with a red circular logo and is giving a thumbs-up. The man on the right is wearing a grey t-shirt with a graphic that includes the number '96' and the text 'CULTURAL AND ARTS DEPARTMENT'. They are all looking towards the camera.

Boost this post to reach up to 1003 more people if you spend MYR35. [Boost post](#)

Like Comment Share

**Fazril Transport Service Puncak Alam**  
4 July at 22:45 · 🌐 · 🌐

Thank you Qistina all the way from Shah Alam who booked our service. Book your slot today!!!



The image shows a woman wearing a light-colored hijab and a matching top, sitting in the driver's seat of a car at night. She is looking towards the camera and has her right hand raised, pointing towards the viewer. The interior of the car is illuminated by the dashboard lights.

Boost this post to reach up to 1003 more people if you spend MYR35. [Boost post](#)



## Fazril Transport Service Puncak Alam

2 d · 🌐

...

Need a reliable transportation service from the airport? Look no further! Our experienced drivers are ready to pick you up and ensure a comfortable journey to your destination.

✅ **Hassle-Free Booking:** Simply give us a call or book online, and we'll handle the rest. Our team is dedicated to providing exceptional service tailored to your specific needs.

✅ **Experienced Drivers:** Our professional drivers are well-versed in navigating airport procedures and routes, ensuring a smooth transition from the airport to your desired location. Sit back, relax, and leave the transportation logistics to us.

✅ **Safe and Comfortable Rides:** We prioritize your safety and comfort throughout the journey. Our fleet of well-maintained vehicles is equipped with modern amenities, ensuring a pleasant and relaxing ride. You deserve nothing less after the incredible journey you've undertaken.

Below attached photo of one of our customer who we picked up from the airport who just finished performing the hajj. Welcome home brother Sarif from Puncak Alam.





Fazril Transport Service Puncak Alam

12 July at 20:00 · 🌐



🚗🛠️ Your Safety is Our Priority! Rest Assured with Our Well-Maintained Vehicles. ✨

At Fazril Transportation, we understand that your safety and comfort are of utmost importance when choosing a transportation service. That's why we take pride in maintaining our vehicles to the highest standards, ensuring a reliable and secure journey every time you ride with us. 🗨️ ✨

✅ **Meticulously Maintained Fleet:** Our fleet of vehicles undergoes regular and rigorous maintenance procedures to keep them in optimal condition. From routine inspections to preventative measures, we leave no room for compromise when it comes to your safety. You can trust that our vehicles are always road-ready and well-maintained.

✅ **Thorough Cleaning and Sanitization:** We prioritize cleanliness and hygiene. After every trip, our vehicles are thoroughly cleaned and sanitized to provide a safe and healthy environment for our passengers. We follow strict protocols to ensure a fresh and comfortable ride, giving you peace of mind throughout your journey.

✅ **Experienced and Professional Drivers:** Our drivers are not only skilled and experienced, but they also prioritize your safety on the road. They undergo extensive training and adhere to all traffic regulations to ensure a smooth and secure ride. With their expertise and professionalism, you can sit back, relax, and enjoy your journey with confidence.

✅ **Regular Safety Checks:** We conduct regular safety checks to identify and address any potential issues promptly. From tires and brakes to lights and seatbelts, we leave no aspect overlooked. Our commitment to thorough safety checks ensures that you can trust us to deliver a reliable and secure transportation service.

Travel with peace of mind, knowing that your safety is our top priority. Whether it's a daily commute or a special occasion, we are dedicated to providing you with a comfortable and secure transportation experience.

Book your next ride with us and experience the difference of traveling in a well-maintained vehicle. Your safety and satisfaction are at the heart of everything we do.


Contact us now at

Choose [Fazril Transport Service Puncak Alam](#) - Where Your Safety Always Comes First! 🚗✅


[#TransportationService](#) [#SafetyFirst](#) [#WellMaintainedVehicles](#) [#ProfessionalDrivers](#)  
[#ReliableJourney](#)

RM0 Perodua

Yusmanida:Hi,pengesahan temujanji

CEL67  PUNCAK ALAM 023@02:00

PM.Sebarang penukaran hubungi

.Panduan pelanggan:

<https://bit.ly/3gOr3ge>



Fazril Transport Service Puncak Alam

2 d · 🌐



🌟 Customer Feedback Speaks Volumes! 📢

We love hearing from our amazing customers! Your feedback fuels our passion to deliver exceptional service every single day. ❤️

Thank you for taking the time to share your thoughts and experiences with us. Your kind words motivate us to go above and beyond, ensuring that your satisfaction remains our top priority. 🙌

We value your feedback and continuously strive to improve. It's your trust and support that drives us to exceed expectations and create memorable experiences for each and every customer. ✨

Check out some of the wonderful testimonials from our valued customers! Their stories speak volumes about the quality of service we provide. We are immensely grateful for your trust and the opportunity to serve you. 🍌

We welcome your feedback, suggestions, and reviews. Your voice matters to us, as we constantly work towards raising the bar and delivering the best possible experience for you and future customers. 🌟

Join the [Fazril Transport Service Puncak Alam](#) family today and experience the difference for yourself! Your satisfaction is our ultimate reward. 🏆

[#CustomerFeedback](#) [#Testimonials](#) [#ExceptionalService](#) [#CustomerSatisfaction](#)  
[#YourOpinionMatters](#)

Hi ada grab available tak?

Tarikh: hari ni

Masa: sekarang

Pickup : lotus puncak alam

Drop: mr diy saujana utama

Pax: 2



Boleh bagi feedback untuk experience menggunakan perkhidmatan kami?

6:11 PM ✓✓

Boleh bang....cara pemanduan yg cekap, on time dan harga pun murah 😄  
😄😄 Berbaloi guna perkhidmatan abg

6:14 PM

Terima kasih awak

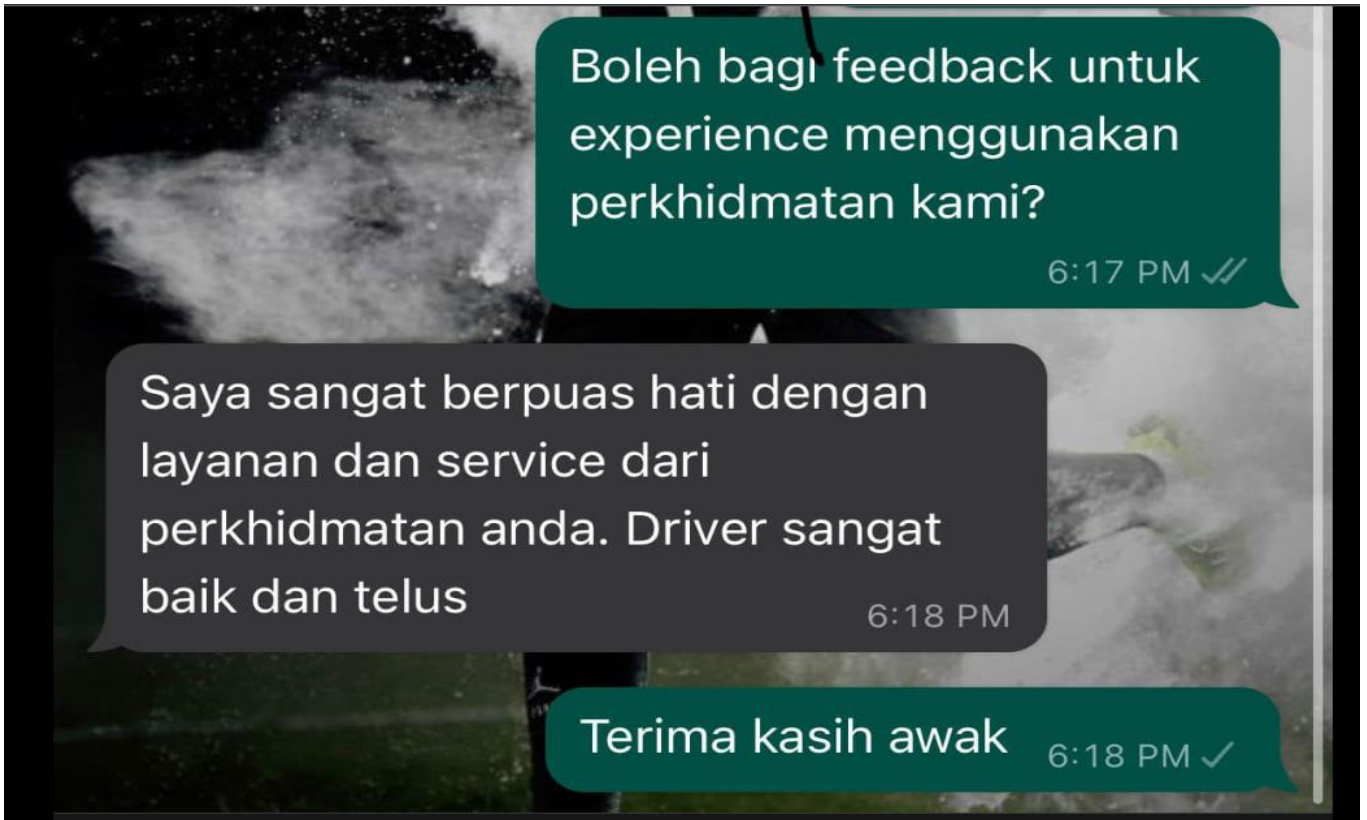
6:14 PM ✓✓

Awak boleh tlg bagi feedback pengalaman menggunakan perkhidmatan transportation kami?

6:13 PM ✓✓

Hai , overall saya puas hati dengan servis awak. Punctual. Kereta bersih, wangi. Musik pun rancak tak membosankan. Driver pun ramahh 😄  
saya bagi 5/5 ★

6:16 PM



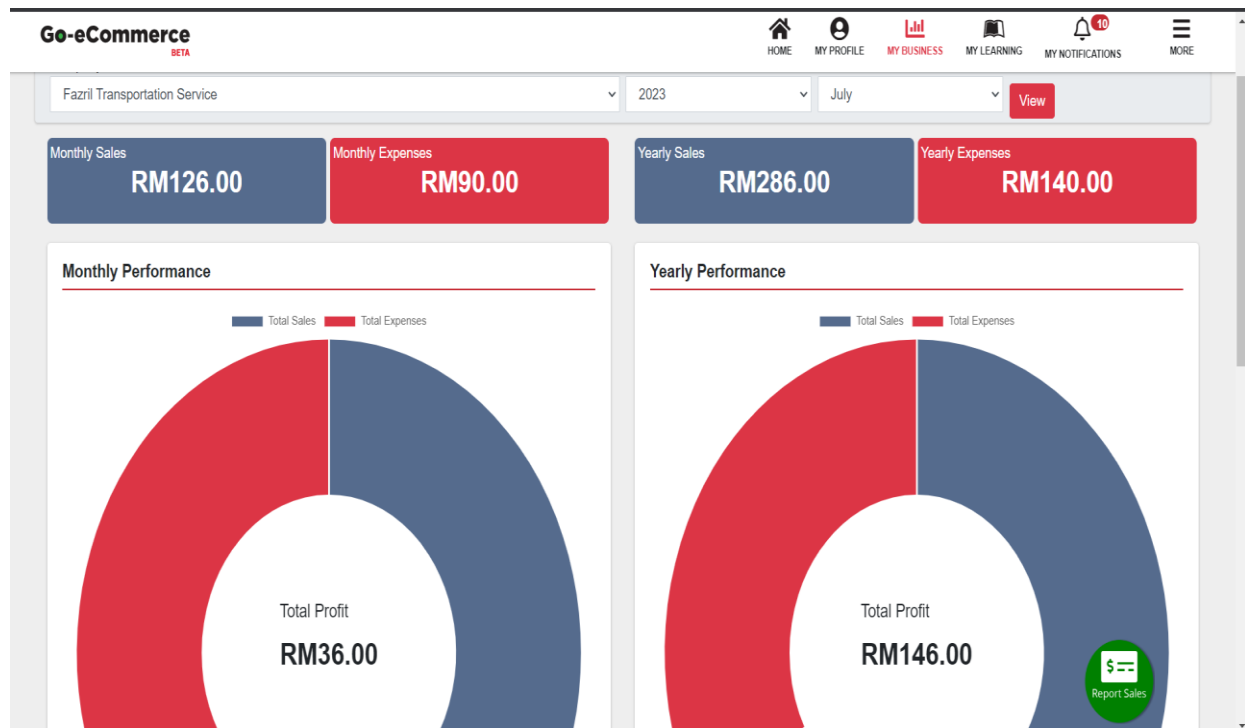
#### **4.0 CONCLUSION**

In conclusion, Fazril Transportation Service is the crucial service in Uitm Puncak Alam. The demand from students in Uitm makes our service become one of the best businesses that can make a lot of profit. In addition, we promote our service online and market it by using the Facebook network. This type of platform enables us to upload the most recent information regarding our business activities. In the opinion of the customers, these publications provided a lot of motivation, inspiration, and guidance, particularly for the younger generation.

The social media portfolio has offered us a wealth of fresh insights into starting a business from the ground up. By undertaking the social media portfolio project, we have gained valuable knowledge and a clearer understanding of our aspirations to become successful entrepreneurs. We have acquired diverse business techniques that can be applied in the future, whether we choose to establish a physical store or embark on a new business venture. Moreover, the portfolio has equipped us with the ability to effectively manage our product inventory, ensuring profitable sales without any unnecessary wastage.

As a result of this evaluation, we acquired valuable insights on effectively managing our business through the implementation of teasers, soft selling techniques, and hard selling strategies to attract customers and promote our products. This newfound knowledge will serve as a valuable asset for our future endeavors. Despite being a start-up company, we successfully provided transportation services and took significant strides towards fulfilling our mission and vision for business success by creating and developing a Facebook page.

## 5.0 APPENDICES



### Go-eCommerce

Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Fazril Transportation Service	15/05/2023	online	Social Media		40					13/07/2023
Fazril Transportation Service	18/05/2023	offline			30					13/07/2023
Fazril Transportation Service	21/06/2023	offline			40					13/07/2023
Fazril Transportation Service	08/06/2023	offline			50					13/07/2023
Fazril Transportation Service	09/07/2023	offline			50					13/07/2023
Fazril Transportation Service	08/07/2023	online	Social Media		20					13/07/2023
Fazril Transportation Service	20/05/2023	expenses				Others	Others	50		13/07/2023
Fazril Transportation Service	05/07/2023	expenses				Others	Others	90		13/07/2023
Fazril Transportation Service	06/07/2023	offline			35					13/07/2023
Fazril Transportation Service	13/07/2023	online	Social Media		16					13/07/2023
Fazril Transportation Service	12/07/2023	online	Social Media		5					13/07/2023

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**01 Jul 2023**

INW DuitNow QR P2P  
AMIRAH QISTINA BINTI  
**03840025**

**RM 10.00**

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**02 Jul 2023**

BIMB QR P2P  
ABDUL MUHAJMIN BIN A  
**05819864**

**RM 3.50**

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**05 Jul 2023**

INW DuitNow QR P2P  
MOHAMAD SYAZRIL BIN  
**10525727**

**RM 10.00**

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**08 Jul 2023**

INW DuitNow QR P2P  
MUHAMMAD ADHA BIN MO  
**15956489**

**RM 10.00**

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**RUBRIC  
SOCIAL MEDIA PORTFOLIO (40%)**

**COURSE NAME** : PRINCIPLES OF ENTREPRENEURSHIP  
**COURSE CODE** : ENT530  
**STUDENT'S NAME** : \_\_\_\_\_  
**LECTURER'S NAME** : \_\_\_\_\_  
**PROGRAM** : \_\_\_\_\_  
**GROUP** : \_\_\_\_\_

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Preliminary materials	5 marks	0 mark	2 marks	3 marks	4 marks	5 marks	
		Provide poor preliminary materials <ul style="list-style-type: none"> <li>Cover page (1 mark)</li> <li>Acknowledgement (1 mark)</li> <li>Executive summary (2 marks)</li> <li>Table of contents (1 mark)</li> </ul>	Provide moderate preliminary materials <ul style="list-style-type: none"> <li>Cover page (1 mark)</li> <li>Acknowledgement (1 mark)</li> <li>Executive summary (2 marks)</li> <li>Table of contents (1 mark)</li> </ul>	Provide satisfactory preliminary materials <ul style="list-style-type: none"> <li>Cover page (1 mark)</li> <li>Acknowledgement (1 mark)</li> <li>Executive summary (2 marks)</li> <li>Table of contents (1 mark)</li> </ul>	Provide good preliminary materials <ul style="list-style-type: none"> <li>Cover page (1 mark)</li> <li>Acknowledgement (1 mark)</li> <li>Executive summary (2 marks)</li> <li>Table of contents (1 mark)</li> </ul>	Provide excellent preliminary materials <ul style="list-style-type: none"> <li>Cover page (1 mark)</li> <li>Acknowledgement (1 mark)</li> <li>Executive summary (2 marks)</li> <li>Table of contents (1 mark)</li> </ul>	

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Go-e-commerce registration	5 marks	0 mark				5 marks	
		Do not do registration				Do registration	
MyENT registration	5 marks	0 mark				5 marks	
		Do not do registration				Do registration	
SSM registration/Business registration	5 marks	0 mark	2 marks			5 marks	
		Do not do registration	Registration in progress			Do registration	
Introduction of business	5 marks	1 mark	2 marks	3 marks	4 marks	5 marks	
						Provide excellent introduction of business	

NFGMAC2023

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Create FB page	2 marks	0 mark				2 marks	
		Unable to create FB page (print screen)				Able to create FB page with interesting layout and format as well as complete business information (print screen)	
Custom URL FB Page	3 marks	0 mark				3 marks	
		Unable to custom URL				Able to changed FB URLs to Custom URLs Eg: <a href="http://www.facebook.com/trachin-kitchen">www.facebook.com/trachin-kitchen</a> (print screen)	
Number of likers/followers	4 marks	0 mark	1 mark	2 marks	3 marks	4 marks	
		Unable to acquire any like/followers (print screen)	Able to acquire 1 – 30 likes/followers (print screen)	Able to acquire 31 – 60 likes/followers (print screen)	Able to acquire 61 – 90 likes/followers (print screen)	Able to acquire 91 likes/followers.	
FB Teaser Post	4 marks	0 mark	1 mark	2 marks	3 marks	4 marks	
		Unable to post any teaser (print screen)	Able to post 1 teasers (print screen)	Able to post 2 teasers (print screen)	Able to post 3 teasers (print screen)	Able to post 4 teasers and above (print screen)	