



اَوْنِبُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ مَارَا

UNIVERSITI TEKNOLOGI MARA

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR'S IN OFFICE SYSTEMS MANAGEMENT (HONS.)**

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO (40%)

PREPARED BY:

NUR FAZREEN BINTI MAZLAN (2022815496)
NAZLYATUL NAZLYA BINTI MAT SALIM (2022824772)

GROUP:

530I

PREPARED FOR:

MADAM NORFAZLINA BINTI GHAZALI

SUBMISSION DATE:

14th JULY 2023

ACKNOWLEDGEMENT

In the name of Allah, the Most Merciful and Gracious. Alhamdulillah, we are grateful to Allah SWT for completing this group project as one of the requirements for the course work evaluation for the code ENT530. First and foremost, we would like to express our gratitude to our lecturer, Madam Norfazlina binti Ghazali, for her direction, patience, and, most importantly, for providing positive encouragement and a warm mood in order for us to complete this project. She had done us a favor by giving us vital information. We cannot do this project without her help.

Our heartfelt appreciation goes to our family members, particularly our parents. It would be impossible to complete this job without their assistance. They always brighten our spirits when we are having difficulty completing this project. We would like to express our heartfelt gratitude to every one of our classmates for their inspiration, prayers, and genuine assistance.

Finally, to all who were directly or indirectly engaged in this assignment, we are grateful and appreciate their work and initiative that they demonstrated in this report until we successfully accomplished this task. We apologize to any of those anonymous individuals that assisted us in various ways in order to fulfill this assignment. May Allah SWT grant the aforementioned individual's prosperity and honor in life.

EXECUTIVE SUMMARY



Bling It On was established in June 2023. The business is using Facebook as their social media platform. The business is based on a partnership that owned by Nur Fazreen binti Mazlan who is the founder, and Nazlyatul Nazlya binti Mat Salim as the co-founder. The name of Bling It On is existed because we found that the beads chain will make your phone cases blings and look way attractive than it used to look like. The business is controlled and managed by both partnerships in terms of marketing, promoting, and advertising. The motto of this business is "*Slay your phone case with us!*". It demonstrates the owner's desire to raise the people's life-enhancing interest by buying the goods that we sell regardless of the gender.

Bling It On is selling apparel or known as accessories which is beads chain. Bead chain is used for various purposes but in the real world, beads chain is used for attaching keys to trousers and rolling blinds up and down. They are also used as jewelry and accessories for phone cases. Other than that, the business is also providing guidance about which beads chain to choose that suit the phone case that align with the customer's wants. To be specific, the majority of targeted customers are students, friends, and beads chain enthusiasts. Bling It On may be a small business, but we can ship all over Malaysia, including the Sabah and Sarawak. The marketing strategy is to attract customers who has keen eyes about cute things and surely, the beads chain enthusiasts, without having them to find the goods from international company which can take up to 7 to 14 days of shipping, just to deliver the goods. Bling It On can deliver it to you as soon as possible without taking such a long duration.

By managing the business on Facebook, we are able to produce teasers and posts to promote our staff as well as continuing the promoting campaign, to attract more customers. By using social medias, we are nearing our company with the customers to reach out as soon as they can, so we can provide them with beauty beads chain that we made specifically for the customers. In a nutshell, we believe that the knowledges along with our abilities and skill will sustain our business and the productivity of the company for the future.

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1. GO-ECOMMERCE REGISTRATION

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

NAZLYATUL NAZLYA BINTI MAT SALIM

Name : NAZLYATUL NAZLYA BINTI MAT SALIM Phone/Mobile : [Edit](#)

New Identity Card No. : Home Address :
 Email Address : District :
 City : Postcode :
 State : Personal Instagram :
 Personal Facebook : Race :
 Gender : Special Need Required :
 Marital Status :

Institution Information [Add New](#)

UITM Puncak Alam - ENT530-I

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 City : Puncak Alam
 Cawangan Selangor Kampus Postcode : 42300
 Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .

District of Institution : Kuala Selangor
 Level of Study : Bachelor Degree Study Status : Full time [Edit](#) [Delete](#)
 Course Name : ENT530-I Class Name : ENT530I
 Subject Name : ENT530I Year Enrolling the subject : 2023
 Month Enrolling the Subject : 3 Lecturer Name : Norfazlina Ghazali
 Internship Enrollment : No Year Of Internship Enrollment : 0
 Month of Internship Enrollment : - Period of Internship Training :
 Expected Year To Complete Study : 2025 Expected Month To Complete Study : 2
 Related To Study Field : Yes

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

NUR FAZREEN BINTI MAZLAN

Name : NUR FAZREEN BINTI MAZLAN Phone/Mobile : [Edit](#)

New Identity Card No. : Home Address :
 Email Address : District :
 City : Postcode :
 State : Personal Instagram :
 Personal Facebook : Race : Malay
 Gender : Female Special Need Required : No
 Marital Status : Single

Institution Information [Add New](#)

UITM Puncak Alam - ENT530-I

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 City : Puncak Alam
 Cawangan Selangor Kampus Postcode : 42300
 Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .

District of Institution : Kuala Selangor
 Level of Study : Bachelor Degree Study Status : Full time [Edit](#) [Delete](#)
 Course Name : ENT530-I Class Name : ENT530I
 Subject Name : ENT530I Year Enrolling the subject : 2023
 Month Enrolling the Subject : 3 Lecturer Name : Norfazlina Ghazali
 Internship Enrollment : No Year Of Internship Enrollment :
 Month of Internship Enrollment : Period of Internship Training :
 Expected Year To Complete Study : 2025 Expected Month To Complete Study : 1
 Related To Study Field : Yes



Certificate of Completion

This acknowledges that

NAZLYATUL NAZLYA BINTI MAT SALIM

has successfully completed

eUsahawan Course Level 1 – Go Digital

organised by



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



Certificate of Completion

This acknowledges that

NUR FAZREEN BINTI MAZLAN

has successfully completed

eUsahawan Course Level 1 – Go Digital

organised by



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

1.2 MYENT CERTIFICATES

1 of 1

 UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022824772
Nama : NAZLYATUL NAZLYA BINTI MAT SALIM

Program Pengajian : SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN)
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Aksesori Telefon
Tempoh Bermiaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/profile.php?id=100091481863222&mibextid=LQJ4d>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 26 May 2023
Tarikh Kemaskini :
Tarikh Cetak : 26 May 2023

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.

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.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSELOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

**MASMED YOUNG ENTREPRENEUR
(MyENT)****SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM**

No. Pelajar : 2022815496
Nama : Nur Fazreen binti Mazlan
Program Pengajian : SARJANA MUDA PENGURUSAN SISTEM PEJABAT (KEPUJIAN)
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
Bidang Perniagaan yg
diceburi : Aksesori Telefon
Tempoh Berniaga :
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/profile.php?id=100091481863222&mibextid=LQJ4d>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 26 May 2023
Tarikh Kemaskini :
Tarikh Cetak : 12 Jul 2023

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.

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.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

1.3 SSM REGISTRATION CERTIFICATE

2.0 INTRODUCTION OF BUSINESS

2.1 Name and address of business

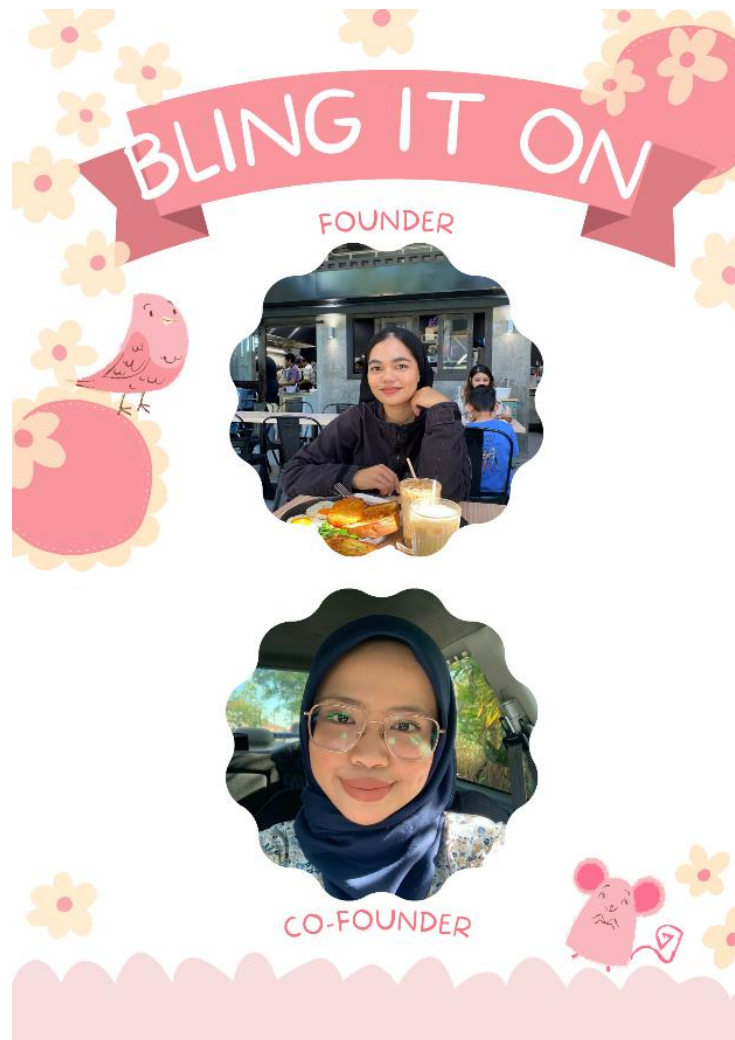


Figure 1: Bling It On's logo

Our registered business name with the SSM (Suruhanjaya Syarikat Malaysia) is "Bling It On!" We specialize in offering phone accessory bead chains. Our handcrafted items are precisely produced to offer a touch of elegance to your phones. We began operations on Jun 12, 2023, and we continue to serve our consumers with passion. You may discover and buy our fashionable bead chains on Facebook, where we go by the name "Bling It On!" Our company is based in Puncak Alam, Selangor. We offer cash on delivery service to make it more easy for our customers, ensuring that everyone may enjoy our gorgeous bead chains even if they cannot visit us in person.

Name of Company	Bling It On
Business Address	UiTM Puncak Alam 42300 Kuala Selangor, Selangor, Malaysia
Company's Email Address	
Contact Number	
Form of Business	Partnership
Main Activites	Selling beads chain
Registration Number	

2.2 Organizational Chart



2.3 Mission and Vision

MISSION	VISION
To praise the community to make them stand out by creating handcrafted beads chain	To be your top of mind when in need of memorable accessories.

2.4 Descriptions of products/services



Figure 2: Our Beads Chain

Our main goal at Bling It On! is to provide stylish phone accessories in the form of bead chains. We realize the significance of providing high-quality products that our customers would like. Our bead chains are precisely handcrafted from high-quality materials. We blend stunning beads with strong chains to make elegant accessories that will complement the look of your phone. We believe in the power of customization, and our bead chains allow you to add a unique touch to your mobile device.

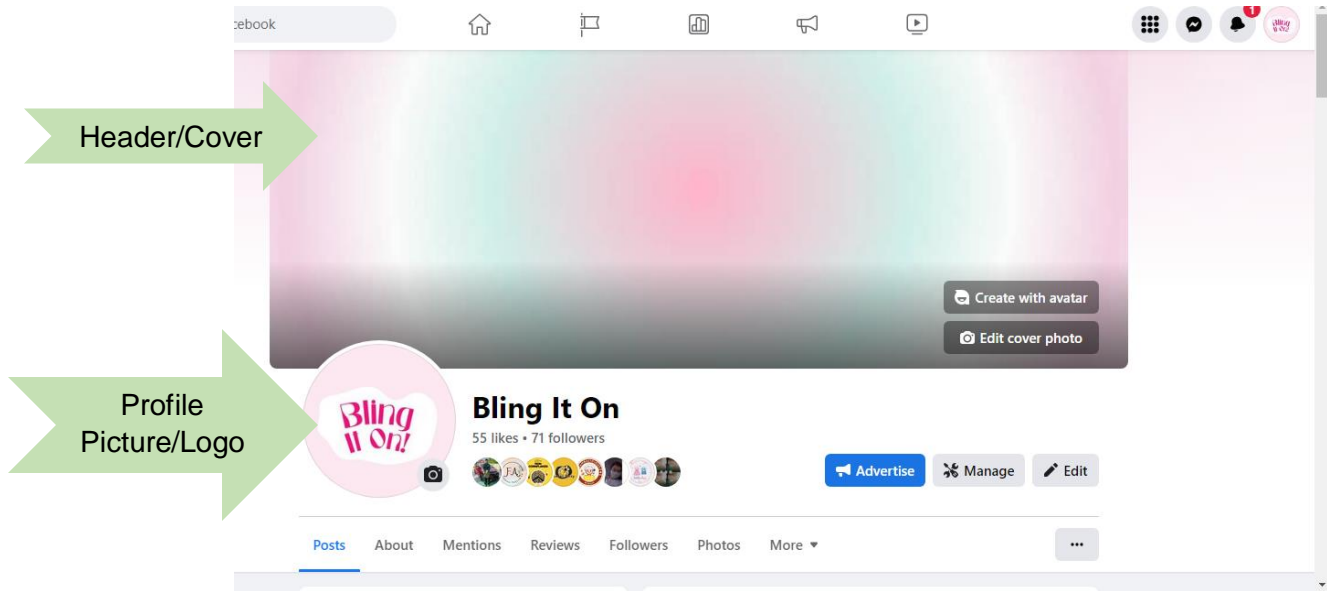
We value functionality and sustainability when it comes to packing. Our bead chains are carefully packaged in kraft paper bags. We chose kraft paper because of its eco-friendliness and adaptability. Kraft paper bags not only protect your bead chains, but they also offer a natural beauty to your shopping experience. They are user-friendly, letting you easily carry and keep your items. From the moment you receive your order, we strive to create a smooth and enjoyable journey.

2.5 Price list

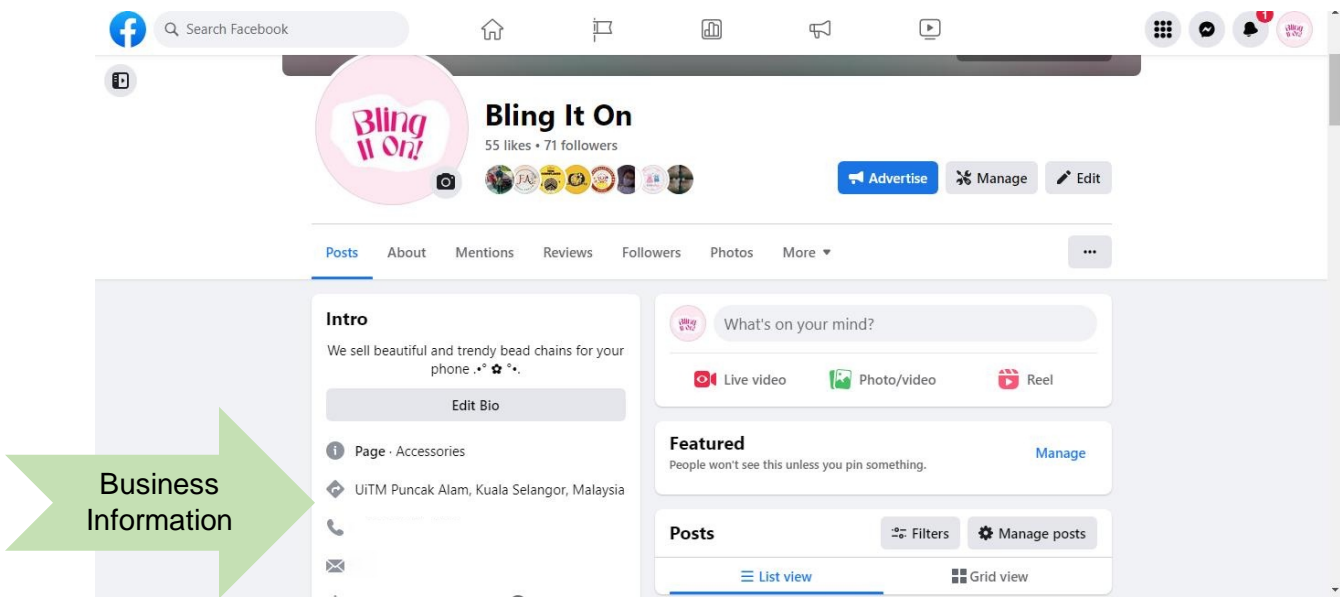
PRODUCT	PRICE LIST
Beauty Beads Chain (A1 – A5)	RM8
Love Edition (A6 – A10)	RM10
Flower Edition (A7 – A15)	RM12

3.0 FACEBOOK POSTING (FB)

3.1 Facebook Page

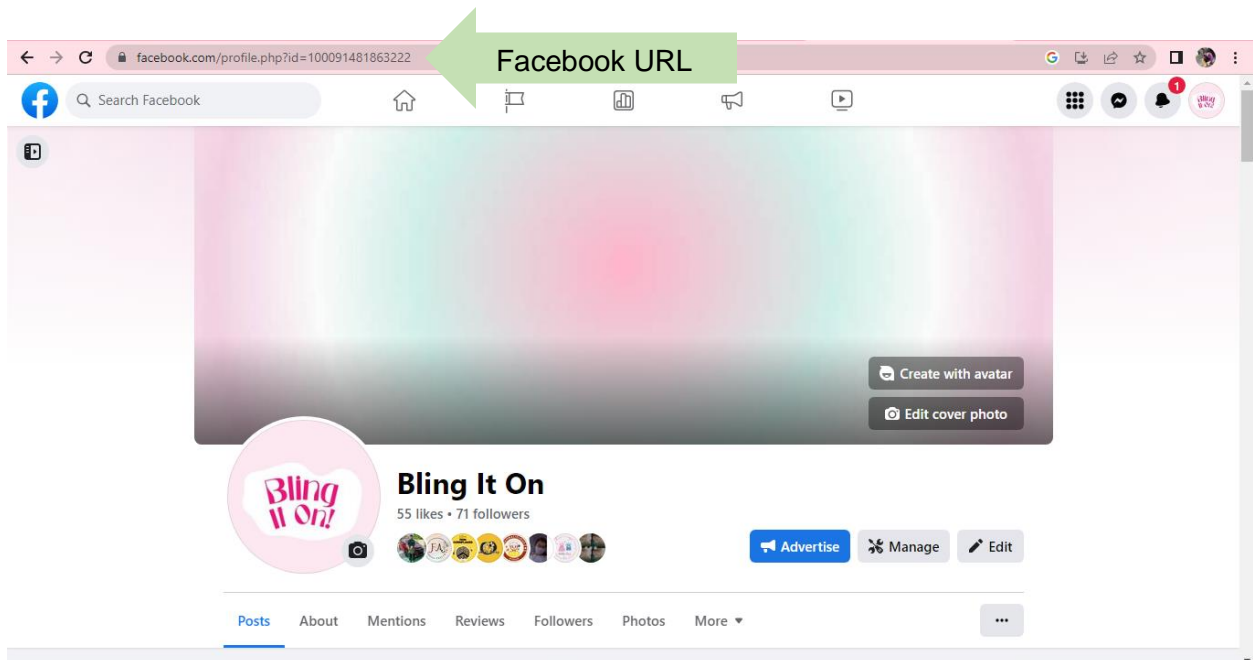


Bling It On Facebook Page was created on 4th April 2023



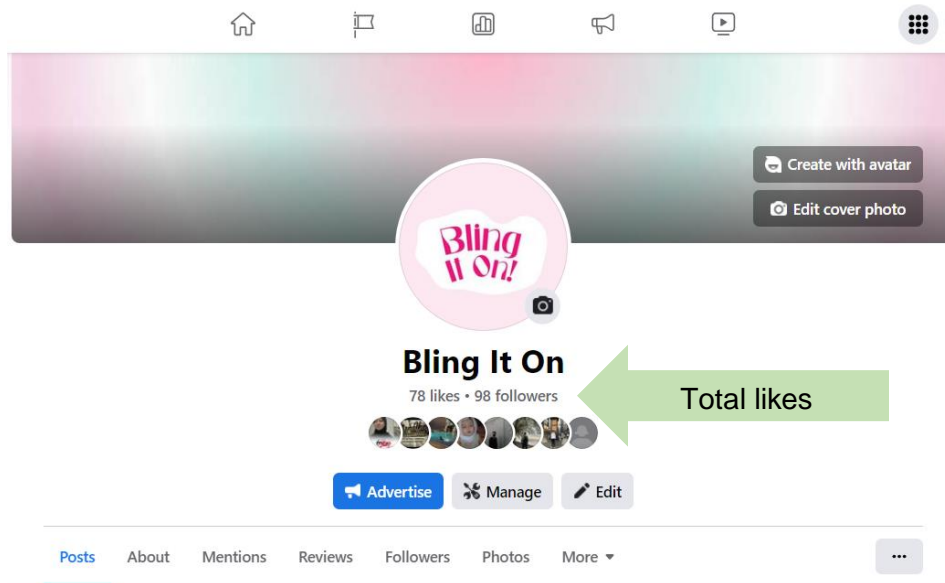
Business Information

3.2 URL Facebook Page



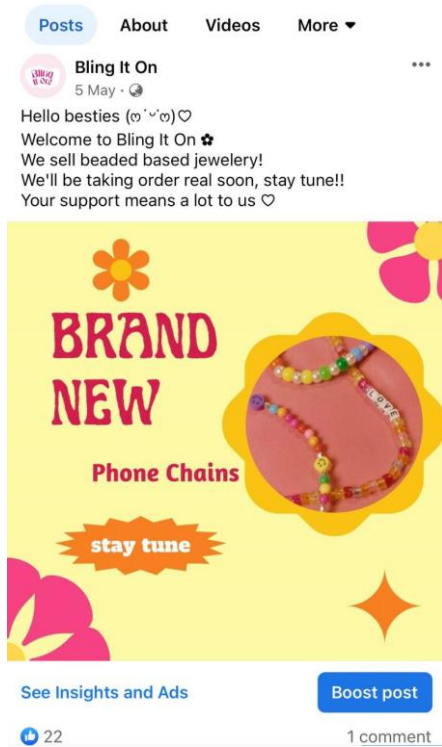
Facebook Page URL:

<https://www.facebook.com/profile.php?id=100091481863222&mibextid=LQQJ4d>

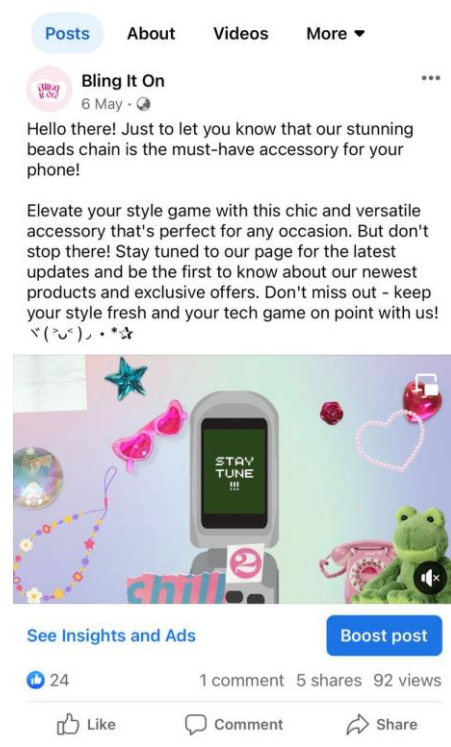


Total Likes on Facebook Page

3.3 Facebook Post – Teaser



Teaser 1



Teaser 2




Teaser 3



Teaser 4

Posts About Videos More ▾

 **Bling It On** 7 m · 🌐

👀 AH can you guess what accessory will make your phone stand out from the crowd? Our gorgeous bead chains are coming soon!!



See Insights and Ads [Boost post](#)

👍 Like 💬 Comment ➦ Share

Home Ads + Notifications Menu

Teaser 5

2.4 Facebook Post – Hard Sell

Bling It On
1 h · 🌐

Good things are coming to you! 🌸 Are you smelling new items in the house? YESSS! 💋


We are bringing you new collection of "Beauty Beads Chain". Lets make your phone case prettier with our new collection!

What's new? It comes with big beads that we selected specifically for this collection. This collection comes with variation of colours such as:

- Pink
- Violet
- Blue
- Pastel white

This design is only for RM10 per item! It is very affordable, yet help to make your phone looks cute! 🥰🥰

Therefore, do not forget to grab as one of yours! We truly anticipate your support ❤️



Beauty Beads Chain

Hard sell 1



Bling It On
1 h · 🌐



uFFF, love is in the air! 💕💕

Lets grab our "LOVE EDITION" to decorate your phone case! Not to worry, it is on your way to save your MONEY! 💰📱 HOW?? We come with a promotion which if you buy 2 items and above, you will easily get another free chain beads from us! You can only select from our latest collections, "Beauty Beads Chain". !!

Don't miss out!! ⚡
Let... See more



Hard sell 2



Bling It On
1 h · 🌐



Its not just some basic chains, it is made of BEADS! 🥰🥰

This is our plain edition of beads chain that exclusively made for you! Come grab our items now as it is limited in stocks. We offer you with a good price of this plain edition. 🙌🙌

Since it is limited of stocks and Raya Haji season has passed, we are still promoting the items only for RM8! Worth your money to make your phone look fancy! 🥳🥳

It is a colour combination beads chain that you will never want to miss out.

Place your order through our FB Messenger! WE will reply to you as soon as possible ❤️❤️



Hard sell 3



Bling It On

1h



Hello my dearies! 🥰

We have stocked up our basic design of beads chain, JUST FOR YOU! We are almost running out of stock so please grab while it last! WE are waiting for you!! These basic designs are the top tier! I know, yall will be screaming to try them out! Please check our items and don't forget to buy! 🛒

Since ❤️Black Friday❤️ is coming soon enough, we are promoting these basic designs with a price of RM15 for 2 items! ❤️

You can choose any 2 from the design to make it yours and we will prepare it for you!

The price promo falls under Black Friday, 14th JULY! Don't miss out! 🚨

DM US now on FB Messenger ❤️📩

BASIC DESIGN



Hard sell 4



Bling It On
1 h



Hello my loves! YESSS, we are back with our new design, "Flower Edition".
This is because we have finished our stock with other designs, so we are coming back to you with our new design! DO you like it?? Hurry, purchase the items while it last! We are waiting for you! This edition is specially made for everyone who is a minimalist and a flower enthusiast!

The beads chains is a color combination of white, pink and yellow pastel!

AHHH, it... See more

Flower Edition



RM 12!
BUY 2, GET 1
FREE

Hard sell 5

2.5 Facebook Post – Soft Sell

 **Bling It On**
5 May · 🌐

Here are some benefits of using our bead chains 🍷🌸👉

1. Convenience: Bead chains can be attached to your phone to make it easier to carry around. This is especially beneficial for people who need to use their phones while on the go because it allows them to have their phone close by without having to hold it all the time.
2. Safety: Bead chains can help keep your phone from becoming lost or stolen. Customers can secure their phone by attaching the chain to a belt loop or bag strap.
3. Personalization: Because bead chains come in a variety of colors and styles, buyers can personalize their phone accessory to match their unique style. This can be an enjoyable way for customers to display their uniqueness and distinguish their phone from others.



Soft sell 1



Bling It On

22 m · 🌐



Add a touch of glamour to your phone with our fabulous bead chains! 💎

These delicate accessories are not only visually stunning but also durable and functional. They provide an extra layer of protection for your phone while effortlessly enhancing its appearance. Elevate your phone's charm and let it be the envy of all. ❤️

Order your bead chain today and experience the magic! 🦋🦋🦋



Soft sell 2



Bling It On
1 m



Hello, everyone! Are you looking for the perfect gift to show someone you care about? Look no further than our exquisite Beads Chains!

Here's why gifting our Beads Chains is a great choice:

Express your affection ❤️

Giving a gift is a wonderful way to express your love and affection to someone special. It doesn't have to be expensive; it's the thought that counts. Our Beads Chains offer a heartfelt gesture that will bring a smile to their face. Whether it's a personalized design or a unique color combination, these chains are sure to make them happy.

Show gratitude 🙏🥰

When someone goes out of their way to help you or be there for you, it's essential to express your gratitude. Our Beads Chains make the perfect gift to convey your appreciation. It's a meaningful token that they can cherish for a long time, serving as a constant reminder of their kind deed.

Don't miss out on this opportunity to make someone's day brighter! ✨ To place an order and give a gift that will truly touch their heart, simply DM us now on FB Messenger!



[See Insights and Ads](#)

[Boost post](#)

Soft sell 3



Bling It On

Just now · 🌐



Celebrate Love with Our Enchanting Bead Chains:
Perfect for Valentine's Day!

♥ Looking for a meaningful and memorable gift for your loved one this Valentine's Day? Look no further! Our enchanting bead chains are the ideal expression of love and affection.

♥ Crafted with care and designed to captivate, our bead chains are the perfect symbol of your deep connection and shared moments. Each chain is a masterpiece, meticulously created with love and attention to detail.

♥ What better way to show your love than with a gift that exudes elegance and charm? Our bead chains are not just accessories; they are a heartfelt gesture that will be treasured for years to come.

♥ Show your love with a gift that truly shines. Choose our bead chains and make this Valentine's Day a celebration of love, beauty, and connection. Shop now and let the enchantment begin! ♥



Soft sell 4



Bling It On

4 m · 🌐



What exactly are bead chains? Our bead chains are meticulously crafted accessories made from an array of beautiful beads, each one carefully selected for its quality and aesthetic appeal. 🌸

These exquisite chains have become a staple in the world of fashion and personal expression.

Order our exquisite bead chains today and experience the magic of timeless beauty. Let our chains be a reflection of your individuality, enhancing your look and leaving a lasting impression wherever you may wander. ✨🥰



[See Insights and Ads](#)

[Boost post](#)

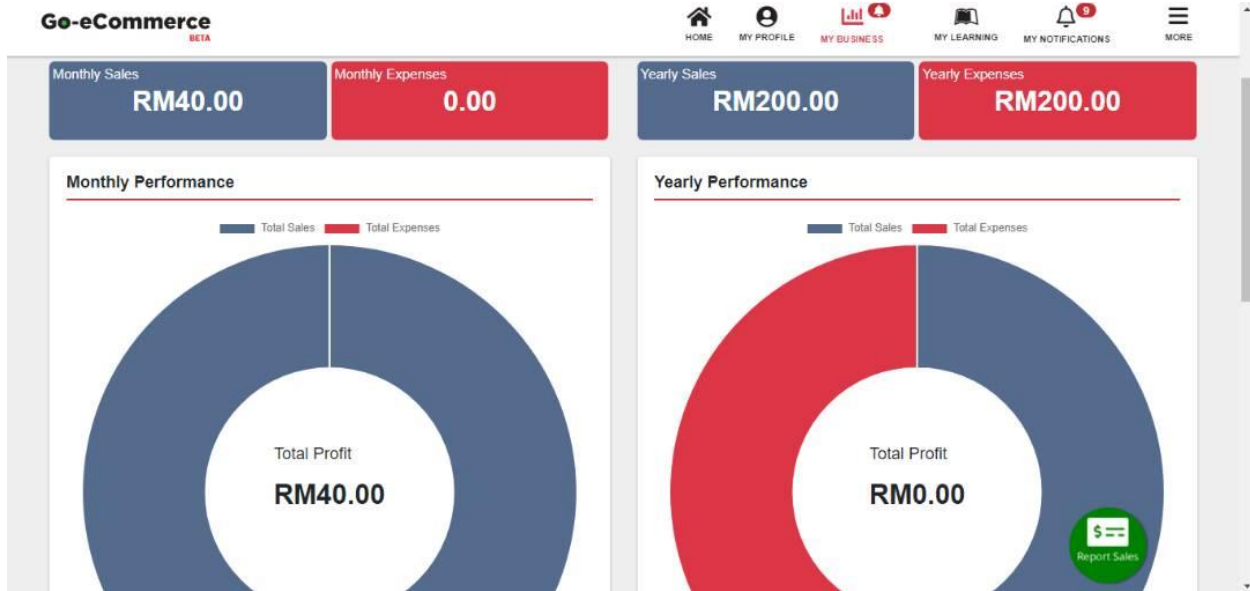
Like

Comment

Share

Soft sell 5

3.0 SALES REPORT



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
Bling It On	12/06/2023	expenses				Goods	Raw material	200		12/07/2023
Bling It On	12/06/2023	offline			10				HIDAYAH - FRIEND - PAID IN CASH - A4 (18CM)	12/07/2023
Bling It On	12/07/2023	offline			12				WAJIHAH - FRIEND - PAID IN CASH - A5 & A6	12/07/2023
Bling It On	12/06/2023	offline			20				MISHA - FRIEND - PAID ONLINE - A8 & A10	12/07/2023
Bling It On	12/06/2023	offline			40				IZZATI - FRIEND - PAID ONLINE - A1, A2, A3 & A5	12/07/2023
Bling It On	12/06/2023	offline			16				ATIRAH - FRIEND - PAID ONLINE - A10 & A11	12/07/2023
Bling It On	12/06/2023	offline			8				SHIDA - FRIEND - PAID IN CASH - A15	12/07/2023
Bling It On	12/06/2023	offline			10				RAIHANA - FRIEND - PAID ONLINE - A4	12/07/2023
Bling It On	12/07/2023	offline			20				ALIA - FRIEND - PAID ONLINE - A14 & A15	12/07/2023
Bling It On	12/07/2023	offline			8				FIE - FRIEND - PAID IN CASH - A14	12/07/2023
Bling It On	12/06/2023	online	Social Media		8				AINA - FRIEND - PAID ONLINE - A1	13/07/2023
Bling It On	12/06/2023	online	Social Media		36				FARRAH - RELATIVE - PAID ONLINE - A5, A7 & A10	13/07/2023
Bling It On	12/06/2023	online	Social Media		12				SOFEA - RELATIVE - PAID ONLINE - A4	13/07/2023

4.0 CONCLUSION

With the help of the Social Media Portfolio, we have learned new skills and acquired experience promoting our products on social media. The use of social media for marketing purposes. This is due to the widespread usage of social media in today's society, making it simple for people to see our product promotions there. Additionally, since we do not have to pay for advertising, it might also result in financial savings. We have the assignment to run a business this semester for topic ENT530, Principles of Entrepreneurship. As a result, we established our company, **BLING IT ON ENTERPRISE**. Our company is able to engage customers by acquiring more than 90 likes on Facebook pages, and we generated (TOTAL SALES IN RM) in total sales. By applying copywriting forms like CTA and AIDCA, we have also learned how to write postings like teasers, hard sells, and soft sells. We have no need for a tutor to teach us how to write blog articles because of this topic. Additionally, this topic encourages us to conduct our own studies the function of entrepreneurship. As a result, it may inspire kids to pursue careers in business and obtain expertise in the future.

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

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
 COURSE CODE : ENT530
 STUDENT'S NAME : NUR FAZREEN BINTI MAZLAN (2022815496)
 NAZLYATUL NAZLYA BINTI MAT SALIM (2022824772)
 LECTURER'S NAME : PUAN NORFAZLINA GHAZALI
 PROGRAM : ENT530
 GROUP : ENT530I

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 ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide moderate preliminary materials ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide satisfactory preliminary materials ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide good preliminary materials ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide excellent preliminary materials ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	

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	
		1 mark	2 marks	3 marks	4 marks	5 marks	

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Introduction of business	5 marks	Provide poor introduction of business <ul style="list-style-type: none"> ● Name and address of business ● Organizational chart ● Mission / vision ● Descriptions of products / services ● Price list 	Provide moderate introduction of business <ul style="list-style-type: none"> ● Name and address of business ● Organizational chart ● Mission / vision ● Descriptions of products / services ● Price list 	Provide satisfactory introduction of business <ul style="list-style-type: none"> ● Name and address of business ● Organizational chart ● Mission / vision ● Descriptions of products / services ● Price list 	Provide good introduction of business <ul style="list-style-type: none"> ● Name and address of business ● Organizational chart ● Mission / vision ● Descriptions of products / services ● Price list 	Provide excellent introduction of business <ul style="list-style-type: none"> ● Name and address of business ● Organizational chart ● Mission / vision ● Descriptions of products / services ● Price list 	
Create FB page	2 marks	0 mark Unable to create FB page (print screen)				2 marks 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 Unable to custom URL				3 marks Able to changed FB URLs to Custom URLs Eg: www.facebook.com/rochin-kitchen (print screen)	
Number of likers/followers	4 marks	0 mark Unable to acquire any like/followers (print screen)	1 mark Able to acquire 1 – 30 likes/followers (print screen)	2 marks Able to acquire 31 – 60 likes/followers (print screen)	3 marks Able to acquire 61 – 90 likes/followers (print screen)	4 marks Able to acquire 91 likes/followers.	
FB Teaser Post	4 marks	0 mark Unable to post any teaser (print screen)	1 mark Able to post 1 teasers (print screen)	2 marks Able to post 2 teasers (print screen)	3 marks Able to post 3 teasers (print screen)	4 marks Able to post 4 teasers and above (print screen)	