



اوتنورسيٲتي تيكنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

BARBER BEAR

SOCIAL MEDIA PORTFOLIO

MOHAMMAD ZAIM BIN MOHD SALLEH

SEPTEMBER 2018 - JANUARI 2019

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ACKNOWLEDGEMENT

In the name of Allah Almighty I praised and give thanks as I managed to complete the assignment accordingly within the given time period. Eventhough I face many challenges like different leisure time and other assignment in between to complete this assignment. First of all, I want to express our gratitude to UiTM Campus Puncak Alam, Selangor for giving me the opportunity to study the subject of Principles of Entrepreneurship (ENT530) and gave me chances to do this assignment smoothly.

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I would also like to thank Suruhanjaya Syarikat Malaysia (SSM) for the time they spend to come Universiti Technology Mara (UiTM) Puncak Alam for the thumbprint registration that enable all of us to complete our SSM registration. The registration system is also upgraded and easy for the entrepreneurs.

All my classmate are required to register with Malaysia Digital Economy Corporation (MDEC) through e-USahawan portal. The purpose of MDEC is to empower Malaysians through digital means to enhance productivity and improve living standards for all. Grooming and transforming the Rakyat (Malaysians) into a tech-savvy workforce to support the growth of a digital economy.

EXECUTIVE SUMMARY

The number of barbershops in Malaysia is decreasing, same goes to the local barber profession. Now the trend of most barber shops run by foreign workers due to their cheap wages yet professional skills. But as with anything that starts out as a trend, the market is now more than a little crowded, making it increasingly difficult for any novice's barber shop and brand like BARBER BEAR to establish itself without any marketing effort.

Nonetheless, thanks to society's reliance on technology, there are several elements of business that can be setup as enablers for both passive and active marketing. Without a website, BARBER BEAR might as well not exist as far as local consumers are concerned. But for Google (by far the most popular search engine worldwide) what matters more is that your website is accessible on mobile devices, and loads quickly on mobile devices.

In 2016, Google and Facebook represented 99% of revenue growth from digital advertising. Facebook's daily active users have increased 18% year-over-years and burgeoning from 1 million users in 2004, to over 1.9 billion in 2017. Facebook has more than 2.2 billion monthly active users as of January 2018.

This is a marketing channel that is useful for keeping customer loyal, and increasing revenue. It is used to send out details of any promotions BARBER BEAR are running, details of new products BARBER BEAR are stocking, or just to promote existing products. BARBER BEAR have a monthly social media marketing budget. It is becoming increasingly difficult to reach full audience on Facebook without boosting posts, and running sponsored posts. But that isn't the only reason to run paid marketing campaigns. They're also a very effective way to reach potential customers who don't know about BARBER BEAR yet. Social media marketing allows BARBER BEAR to be quite precise with target market, from general demographics, through to interests, and narrowly defined in terms of location too.

The biggest challenge of social media is that it is an ever changing area: active users shrink and grow constantly, changes to the platform and features affect ability to reach the same number of people, and BARBER BEAR have to find ways to mitigate the impact of this by not wade out into the social media wilderness without some plan.

TABLE OF CONTENT

NO	CONTENT	PAGE
1.0	Preliminary Materials	
	1.1 Cover page	1
	1.2 Acknowledgement	2
	1.3 Executive summary	3
	1.4 Table of contents	4
2.0	Body of the Report	
	2.1 Business registration	
	• Suruhanjaya Syarikat Malaysia(SSM)	5-13
	• e-USAHAWAN	14
	2.2 Introduction of business	15-16
	• Name and address of business	
	• Organizational chart	
	• Mission / vision	
	• Descriptions of products / services	
	• Price list	
	2.3 Facebook (FB)	
	• Creating Facebook (FB) page	17
	• Customizing URL Facebook (FB) page	17
	• Facebook (FB) post – Teaser	18-19
	• Facebook (FB) post – Copywriting (Soft sell)	20-21
	• Facebook (FB) post – Copywriting (Hard sell)	22-24
	• Frequency of posting	25-26
	• Sales report	27
3.0	Conclusion	28

BUSINESS REGISTRATION

SURUHANJAYA SYARIKAT MALAYSIA (SSM) BUSINESS PROFILE

The screenshot shows the 'View User Profile' page on the ezbiz ONLINE portal. The user is logged in as MUHAMMAD HILMAN BIN MOHD FARIZAN. The page displays registration details and user information.

ezbiz ONLINE
SURUHANJAYA SYARIKAT MALAYSIA
PENYELIAAN SYARIKAT MALAYSIA

Welcome MUHAMMAD HILMAN BIN MOHD FARIZAN in 62 | Logout

Home My Business Services My Compound Services My Payment History User Profile

December 5, 2018 14:40:10

View User Profile

Registration Information

Reference No.
E20210181055914

Login Id
MHILMAN54

Email
mhilman94@gmail.com

User Information

Name
MUHAMMAD HILMAN BIN MOHD FARIZAN

Id Type Id No (e.g. 800101055914) Colour
IC-New 940321075561 BLUE

Nationality
MALAYSIAN

Gender Male

The screenshot shows the 'Residential Address Information' section of the user profile. It displays the user's residential address, postcode, city, state, and mobile phone number.

Residential Address Information

Residential Address
84-10, FLAT DESA RIANG, JALAN DATU UBAN 3

Postcode
11700

City
KELUANG

Country
Malaysia

State
PULAU PINANG

Mobile Phone No.
0154274438

Save

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