



اَوْنِيُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
SOCIAL MEDIA PORTFOLIO

PREPARED BY

FACULTY : FACULTY OF ACCOUNTANCY

PROGRAMME : BACHELOR OF ACCOUNTANCY

BUSINESS NAME : FYI (FIND YOUR IDOL)

NAME

RASYIQA ADLINNA BINTI KHAIRUDIN

STUDENT ID

2018660278

GROUP

AC2003N

PREPARED FOR

MR. MOHD ZAIM BIN MOHD SALLEH

SUBMISSION DATE

22ND NOVEMBER 2019

ACKNOWLEDGEMENT

Primarily, I am Rasyiqa Adlinna Binti Khairudin want to give million thanks to my beloved parent and my Principles of Entrepreneurship lecturer, Mr Mohd Zaim Bin Mohd Salleh and my fellow friends. I am grateful to Allah for give me chance and strength for being able to complete this portfolio with success.

This acknowledgement is symbol for my thankful to Allah and to many person that support me from behind to finish this portfolio. Without one of them, I maybe just cannot finished this portfolio.

Secondly, my parent always give their best shot to make sure I make the portfolio better. My references always from my Principles of Entrepreneurship lecturer.

Last but not least, to my beloved class friend. Without them, maybe I am just do not know to do this porftolio. I also would like to give my big thanks to the people who are directly and indirectly helped me in developing the assignment.

EXECUTIVE SUMMARY

We start commence our business in September 2019. FYI is offering various of K-pop items to people who is a fan of their idol. We only sell official items to them. For example, official album, light stick, and season's greetings.

Our official K-pop album usually in a package and the price is depend on how many items provided in the package. We also have official light stick for each K pop groups. We selling pre- order and ready stock items for customers. For season's greetings package, we started to sell at the beginning of November because it is product that like a new year items such as calendar and more.

Furthermore, we only using 100% social media platform to interact with customers. Customers can placed their order online and the transaction also is using online platform. We decided to use only this platform because it is more convenient to customers for look at their desired product.

FYI founded by Rasyiqqa Adlinna Binti Khairudin, a general manager and assisted by dedication department which are Muhd Arsyi Bin Khairudin as a administration manager, Muhd Thaqif Bin Khairudin as a marketing manager and Muhd Zahin Bin Khairudin as an operation manager.

TABLE OF CONTENTS

NO	TITLE	PAGE
1.	Acknowledgement	i
2.	Executive Summary	ii
3.	Business Registration (Suruhanjaya Syarikat Malaysia(SSM))	1
4.	Introduction of Business <ul style="list-style-type: none"> ● Name and Address of Business ● Organizational Chart ● Mission/Vision ● Descriptions of Products ● Price list 	2-3
5.	Facebook(FB) <ul style="list-style-type: none"> ● Creating Facebook (FB) page ● Customing URL Facebook (FB) page ● Facebook (FB) post- Teaser ● Facebook (FB) post- Copywriting (Hardsell) ● Facebook (FB) post- Copywriting (Softsell) ● Frequency of posting ● Sales report 	4 4 5-8 9-13 14-18 19 20
6.	Conclusion	21

INTRODUCTION OF BUSINESS

1.0 Company Profile

Name of the business	Rasyiq Adlinna Binti Khairudin
Business address	No 173, Parit 13A Sungai Manik, 36000 Teluk Intan, Perak.
Email address	rasyiqaadlinna@gmail.com
Tel no	010-2964704

2.0 Organizational chart

