



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI,
MARA

SOCIAL MEDIA PORTFOLIO

NAME : AMIRA FARHANA BINTI ZULKIPLY

**COURSE : PRINCIPLES OF
ENTREPRENEURSHIP (ENT 530)**

GROUP : AC2203N (2019)

**LECTURER : SIR MOHAMMAD ZAIM BIN
MOHD SALLEH**

DATE OF SUBMISSION : 22/11/2019

ACKNOWLEDGEMENT

Firstly, in preparation of my assignment, praises and thanks to the God, The Almighty, for His showers of blessings throughout my research work to complete my report on social media portfolio.

I also would like to express my deep and sincere gratitude to my lecturer, Sir Mohammad Zaim Bin Mohd Salleh, lecturer of Principles of Entrepreneurship (ENT530) for giving me the opportunity to do this report and explore about business in real life and providing invaluable guidance throughout this report of social media portfolio. His dynamism, vision, sincerity and motivation have deeply inspired me. Without his kind direction and proper guidance, this portfolio would have been success perfectly.

I am extremely grateful to my parents and member of my family for giving encouragement and enthusiasm an invaluable assistance to me and for their love, prayers, caring and sacrifices for educating and preparing me for my future. Without them, I might not be able to complete this project properly.

Lastly, many people, especially my classmates has made valuable comment and suggestions on my social media portfolio, which gave me an inspiration to improve the quality of the assignment.

EXECUTIVE SUMMARY

This report of the Social Media Portfolio is an individual project that need each of the student to set up a new business, which is a real entrepreneurial business and also we have to use a social media platform which is Facebook (FB) for marketing purposes. Students also have to register an entrepreneurial business with Suruhanjaya Syarikat Malaysia (SSM) before running out the business.

For this project, I have chosen to set up a business which is by selling lipstick from Sobella. It has two different kinds of lipstick which are lip matte and lip tint. They also have different kind of ingredient used to make the lipstick.

I choose to sell Sobella because I am very sure that this product can help people to boost their confidence to the maximum. It is because they have a lot of benefits ingredients such as honey, aloe Vera and vitamins which can help people to keep their lips moisturized and healthy. They will feel more confident to smile and when go outside with their friends without looking like a ghost which have a pale face.

TABLE OF CONTENTS

No	Content	Page
1.	ACKNOWLEDGMENT	2
2.	EXECUTIVE SUMMARY	3
3.	TABLE OF CONTENT	4
4.	BUSINESS REGISTRATION (SSM)	5
5.	INTRODUCTION OF BUSINESS - NAME AND ADDRESS - ORGANIZATIONAL CHART - MISSION AND VISION - DESCRIPTION OF PRODUCT - PRICE LIST	6-7
6.	FACEBOOK - FACEBOOK PAGE - URL FACEBOOK PAGE - TEASER (7 POSTS) - SOFT SELL (10 POSTS) - HARD SELL (10 POSTS) - FREQUENCY OF POSTING (16 POSTS) - SALES REPORT	8-27
7.	CONCLUSION	28

BUSINESS REGISTRATION SURUHANJAYA SYARIKAT MALAYSIA (SSM)



BORANG D (KAEDAH 13)



PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

AMIRA FARHANA BINTI ZULKIPLY
NO. PENDAFTARAN: 003022789-W

telah didaftarkan dari hari ini sehingga **29 SEPTEMBER 2020** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **6826, JALAN NURI 28/2, BANDAR PUTRA , 81000 KULAI, JOHOR**

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **30 SEPTEMBER 2019**.

DR. AZMAN BIN HUSSIN
Pendaftar Perniagaan
Semenanjung Malaysia