



اَوْنَبُوْرُ سَيِّدِي تِي كُنُوْلُوْ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
SOCIAL MEDIA PORTFOLIO

PREPARED BY

FACULTY : FACULTY OF ACCOUNTANCY

PROGRAMME : BACHELOR OF ACCOUNTANCY

BUSINESS NAME : SKETCH & PORTRAIT

NAME

NUR NATASYA IZLIN BINTI MOHAMED

STUDENT ID

2018660648

GROUP

AC2003N

PREPARED FOR

MR. MOHD ZAIM BIN MOHD SALLEH

SUBMISSION DATE

22ND NOVEMBER 2019

EXECUTIVE SUMMARY

Commission sketch or portrait service is a service where a client requesting and paying for a specific piece of art (mainly a portrait). The client may send a picture which is as detailed as possible, that they would like to turn it into a work of art. The portrait may be finished within 2-12 weeks from the order date (depends on the size, details and difficulty).

Our target market is the people who love photos and to those who are looking for a special gift for their beloved person. A hand-drawn portrait is such special gifts for their loved one that will turn a photograph with a wonderful memory into a work of art with lasting value and meaning.

This hand-drawn portrait was made by graphite pencils and the portrait will be drawn with a clearly details as sent by the customers.

The portrait may be self-pickup by our customers at UiTM Puncak Alam. We also provide free delivery service for those who in UiTM Puncak Alam. For those who are not in UiTM Puncak Alam, the portrait will be posted with added postage payment of RM8. This service provided to our customers so that we can provide maximum satisfaction and convenience to our customers.

TABLE OF CONTENTS

NO.		PAGES
1.	Business Registration	4
2.	Introduction of Business	5
3.	Facebook (FB) Page	6
4.	Facebook (FB) Post - Teaser	7-9
5.	Facebook (FB) Post - Copywriting (Hardsell)	10-14
6.	Facebook (FB) Post – Copywriting (Softsell)	15-24
7.	Frequency of Posting	25
8.	Sales Report	26-28
9.	Conclusion	29

BUSINESS REGISTRATION



BORANG-D (KAZDAH 13)



PERAKUAN PENDAFTARAN AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

NUR NATASYA IZLIN BINTI MOHAMED
NO. PENDAFTARAN: 201903292211 (003034270-D)

telah didaftarkan dari hari ini sehingga **20 OKTOBER 2020** di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **JALAN PUSARA, KAMPUNG LALOH, 18000 KUALA KRAI, KELANTAN**

Bil. Cawangan: TIADA

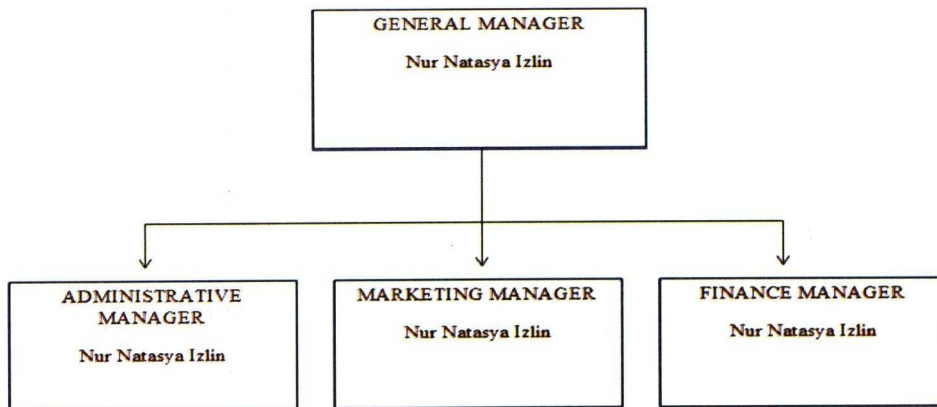
Bertarikh di **SISTEM EZBIZ** pada **21 OKTOBER 2019**.


DR. AZMAN BIN HUSSIN
Pendaftar Perniagaan
Semenanjung Malaysia

13401x EZBIZ Data New Out 21 20:40:09 MYT300

INTRODUCTION OF BUSINESS

1. Name of Business: Sketch & Portrait
2. Address: UiTM Selangor, Kampus Puncak Alam, 42300, Puncak Alam, Selangor.
3. Organizational Chart:



4. Mission/Vision:
As an art maker, I inspire to create art of original, emotive and edifying quality that will turn a memory into a work of art with lasting value and meaning.
5. Description of Product or Service: Commission sketch or portrait service is a service where a client requesting and paying for a specific piece of art (mainly a portrait). The client may send a picture to be turn into a sketch or a portrait. A portrait may be finished within 2-8 weeks from the order date.
6. Price List:
A4 size = RM25-RM40
A3 size = RM45-RM100
A2 size = RM100-RM200

(The price range is only a general one that was determined based on the paper size used. A specific price will be determined based on the difficulty and details of the picture given by the customers.)