



اوتيو تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

(BA232 3B)

FACULTY OF BUSINESS MANAGEMENT
BACHELOR IN OFFICE SYSTEMS MANAGEMENT

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT
SOCIAL MEDIA PORTFOLIO

PREPARED BY:

NUR SYARAFINA BINTI MOHAMMAD SAIFUZZAMAN

2019326731

PREPARED FOR:

MADAM ASMA SHAZWANI BT SHARI

SUBMISSION DATE:

DECEMBER 4, 2019

ACKNOWLEDGEMENT

Alhamdulillah, I am most grateful to Allah S.W.T. for giving me the opportunity to complete this Social Media Portfolio as one of the criteria that must be met in the context of the ENT530 job evaluation.

Special thanks to my family for supporting me in completing this portfolio by helping me to sell my business product. This portfolio has been prepared with the cooperation and support of many people. Besides, not forget my lecturer, Madam Asma Shazwani, and her kindness in helping me through the process of completing this social media portfolio. She has provided a good service by providing me useful information. Without it, I would not have been able to complete this portfolio.

Finally, to those who participated and contributed directly or indirectly to this portfolio, I am very grateful to them for the effort and initiative they have made in my business until my portfolio report has been successfully completed.

EXECUTIVE SUMMARY

Style Handsocks by Syarafina offer the best quality of handsocks in the market online which you will hardly find in the market. I ensure you that my main focus will be in quality of the products. I will make sure that customers get the best quality from me and I serve customers as V.I.P.

Style Handsocks customers are all women of different ages, especially student and worker women who buy handsock at an affordable price. Style Handsocks are aimed at students because I have the service of delivering our product to the college and home of our customers. I strive to be one of the top and best handsocks supplier out there.

Throughout UiTM Machang, the Style Handsock business started in September 2019. I started the capital business with RM100. Other than that, I start this business because many students study at UiTM Machang and it is easy for me to sell the product because of the many students who need a handsocks to use when they go to class.

The marketing strategy of Syarafina's Style Handsocks is to emphasize the quality and price of the products. Style Handsocks offer an affordable price because there are a lot of students at UiTM Machang. So, I am developing a marketing strategy that gives an attraction to buying a Style Handsocks product.

I also create Facebook page to expand my business through social media and learn how to post the product at Facebook whether teaser poster, soft sell and hard sell.

TABLE OF CONTENTS

CONTENTS	PAGES
ACKNOWLEDGEMENT	
EXECUTIVE SUMMARY	
TABLE OF CONTENTS	
i. Business Registration (Suruhanjaya Syarikat Malaysia)	1-7
ii. Introduction to Business	8-10
• Name and address of business	
• Organizational chart	
• Mission/Vision	
• Description of products/services	
• Price list	
iii. Facebook (FB)	11-24
• Creating Facebook (FB) page	
• Costuming URL Facebook (FB) page	
• Facebook (FB) post – Teaser	
• Facebook (FB) post – Hardsell	
• Facebook (FB) post - Softsell	
• Frequency of posting	
• Sales report	
CONCLUSION	25

i. BUSINESS REGISTRATION (SURUHANJAYA SYARIKAT MALAYSIA)


SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA

BORANG D (LAKSANA 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

SYARAFINA STYLE HANDSOCKS
NO. PENDAFTARAN: 201903328909 (003049645-P)

telah didaftarkan dari hari ini sehingga 25 NOVEMBER 2020 di bawah Akta Pendaftaran Perniagaan 1956, beralamat di **PETI SURAT 11 KAMPUNG GAUNG TENDONG, 17030 PASIR MAS, KELANTAN**

Bil. Cawangan: TIADA

Bertanah di **SISTEM EZBIZ** pada 26 NOVEMBER 2019.


DR. AZMAN BIN HUSSEIN
Pendaftar Perniagaan
Semenanjung Malaysia

Form D, ESRD Rev. Tarikh: 20181025 (MVT) 2019