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UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA PUNCAK ALAM CAMPUS

FACULTY OF ACCOUNTANCY

BACHELOR IN ACCOUNTANCY (AC220)

PRICIPLES OF ENTREPENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

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ACKNOWLEDGEMENT

Alhamdulillah, thankful to Allah SWT because gave me chance to complete and submit this social media portfolio within the time given to me . Getting this task done was the best memory and gave me experiences that covered most chapter of in our subject.

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Apart from that, I take this opportunity to express my thankfulness to my friends and student in UiTM Puncak Alam because show their interest and support me continuously for complete my social media portfolio .

Lastly ,this report also represents the endless effort of continuous learning process. Hopefully my effort will get reward by Allah SWT. Amin.

EXECUTIVE SUMMARY

The social portfolio is the study on how to run a business by using the social media . I have chosen a business to be run by me which is a business of selling perfume which is for fabric and others function . By doing this business , I have learned on how to promote my products by using Facebook which is social media platform . Facebook is a social networking and e-commerce site that makes it a strategic platform for entrepreneurs to market their products or services . While I'm doing this social portfolio , I have learned on how to create sales posting by using teaser , soft sell and hard sell . For real , an entrepreneur has to be expert in answer customers' enquiries by using effective "soft sell" .

On the other hand , I have learned on how to attract our customers and introduce our product to customers . We need to set our customers target in order to make sure that our business running smoothly . We must know what customers' need and their desire . We also need to know how to handle and solve upcoming problems .

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2.0 INTORDUCTION OF BUSINESS

2.1 Company Profile

Name of the business : BALQISH FABRIC PERFUME BY DEE

Business address : 5-3-2 Pangsapuri Puteri, Jalan Mat Raji,
Padang Jawa Seksyen 17 , 40200 Shah Alam , Selangor

Email address : dianayahya99@gmail.com

Telephone number : 012-7804989

2.2 Organizational Chart

Balqish Fabric perfume by dee is co-founded by manager Nurdiana binti Mohd Yahya and assisted by Operation Manager who is 'Aina Anis Dieana binti Kamarunizam and three other operational staffs .

