



اَوْبَهُنَّ سَيِّئَاتِي تَتَكْفَرُ لِي مَا اَرَادَا
UNIVERSITI
TEKNOLOGI
MARA



ENT530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA REPORT

PREPARED FOR : PN ZANARIAH BT ZAINAL ABIDIN

PREPARED BY :

NO.	NAME	MATRIC NO.
1.	AIDA FATIN BINTI AHMAD	2015730303

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This portfolio has been prepared with the cooperation and support from many people including family, friends, and lecturer, Pn Zanariah bt Zainal Abidin for providing us with a useful information during the process of completion of this Social Media portfolio project. Through this project, I managed to become a person who knows how to start a business and learnt handling customers. This portfolio is about how to start up a business using Facebook, creating soft sell, creating hard sell and create teaser to attract customers at the early stage. Lastly, I hope this social media business and portfolio report will benefit me in the Entrepreneurship world and be a successful entrepreneur in future.

EXECUTIVE SUMMARY

G.Louisha Korean Sling Bag offers sling bag products, providing the variety colours of sling bag that gives high satisfaction of consumer. The store is located at Seri Iskandar, Perak which it is nearby to Universiti Teknologi Mara (UiTM) Seri Iskandar and Universiti Teknologi PETRONAS. Hence, G.Louisha identifying students around Seri Iskandar who likes to be in line with the trends' fashion and those students who wish to give an affordable price present to their friends. Besides, G.Louisha korean Sling Bag also target Seri Iskandar's residents who have daughters or who want to buy the sling bags for themselves.

Our marketing strategy is to emphasize the quality and price of products and services. We offer the affordable price because most of population here is among students and families which have daughters. Thus, we develop marketing strategy that gives attraction for our potential customers to buy our Koren sling bag. The management of G.Louisha Korean Sling Bag consists of me as a manager, and also my husband, Muhamad Azam bin Mad Razak as a financial consultant. We also created a social media page such as Facebook to expand our business through social media as it is nowadays known as the biggest platform to promote and expose our products to targeted customer. By using this platform, we also can gain our knowledge on how to post Facebook post for business product starting from teaser poster, soft sell and hard sell. We also required to obtain the revenue at least RM 61 and above and prudent spending for our product to avoid profit falls. We believe that our sling bag's quality and design will surely be the favorite choice among our customers in Seri Iskandar area.

NAME AND ADDRESS OF BUSINESS

G.Louisha Korean Sling Bag was named as it was taken by abbreviation of G letter where the letter stands for word "Glamour" and Louisha was taken as from my nickname among my friends whereas Korean Sling Bag is our main products for the business. It is important for us to put the product in our business's name as customers will easily recognize us and know what products that we sell.

Customers can find us at Lot 10, G-01-03 D'mall, 32610, Bandar Seri Iskandar, Perak. We are located in D'mall supermarket where it is a strategic area because D'mall is known as the main attraction at Seri Iskandar.

ORGANIZATIONAL CHART

	<p>AIDA FATIN BINTI AHMAD MANAGER, G.LOUISHA KOREAN SLING BAG</p>
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	<p>MUHAMAD AZAM BIN MD RAZAK FINANCIAL CONSULTANT, G.LOUISHA KOREAN SLING BAG</p>
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MISSION/ VISION

Our vision is to be the first choice of quality sling bag that defining style and creating desire, now and forever.

Our mission is to produce sling bag that satisfy our customer's need by providing them quality, flexible yet affordable products.

DESCRIPTION PRODUCTS/ SERVICES

G.Louisha Korean Sling Bag offers the perfect size for everyday wear. This korean sling bag by G.Louisha radiates effortless appeal. Features include a crossbody strap, flap-front silhouette and magnetic closure with logo plaque at front. Made with PU material, this korean design of sling bag make you be the most fashionable woman. It was made with soft cloth, lower the pressure on shoulders and you can take everything you need in it. Besides, it is also easy to clean cloth. It is presented in various of color, which is red, grey, blue, and pink with size of 20cm x 14cm x 6cm.

Price list

With only RM12, our customers now can own this cute korean sling bag each regardless of any color that they choose.