



اَوْنِبُوْرَسِيْتِيْ بِاْتِيْكَوْ لُوْ كِيْ مَارَا

UNIVERSITI TEKNOLOGI MARA

ENT530 : PRINCIPLE OF ENTREPRENEURSHIP

REPORT : SOCIAL MEDIA PLATFORM



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ACKNOWLEDGEMENT

I would like to express my gratitude toward my lecturer, Madam Salzainna bt Dato' Zainul Abidin for her guidance throughout this project. She was a very big help to me and thanks for her greatly patience and wisdom in guiding me.

To my classmates, I also wanted to thank them for being generous in sharing their knowledge on entrepreneurship in social media platform. During this semester, I have learnt a lot about doing business online and that is not easy journey to become a good and successful businesswoman. All downs in business can only be overcome with perseverance and the ups can be achieved through hard work.

Through these problem, I manage to become more organize and maturity in dealing with problems that occur during my business. This report covers social media business using Facebook, sales revenue, creating soft sell and hard sell and included also with teaser to attract the customer's eyes.

Last but not least, I once again show my gratitude to all parties who direct and indirectly contributed to the successfulness of these social media project. I want to apologize to all person that I have not mentioned it were helped me in many ways to complete this portfolio and I hope this social media business portfolio report can give me more about entrepreneurship world and fact about how to become an entrepreneur in future life.

TABLE OF CONTENT

Acknowledgement	2
Table of content	3
Introduction of product :	4
• Name and Address business	5
• Organizational Chart	5
• Mission	5
• Vission	5
• Description of products	6 – 7
• Logo	7
Facebook :	
• Creating Facebook page	8
• Customing URL Facebook (FB) page	8
• Cover photo and Posting	8 – 9
• Facebook (FB) post – Teaser	10 – 11
• Facebook (FB) post – Copywriting (Soft Sell)	12 – 16
• Facebook (FB) post – Copywriting (Hard Sell)	17 – 22
• Frequency of posting	22 – 23
• Post Reach	23
• Overview	23 – 24
• Sales report	24 – 25
• Detail Sales	25 - 26
Conclusion	27

INTRODUCTION OF PRODUCT



A.Nature also known as A.Naturesoap is a skincare product that only use an organic ingredients. We are established to promote and sell variety ingredients but only 100% organic and handmade soap which targeted to whom want to have smooth and glowing skin and sell it on online.

As of now, many people's faces has become bad because of chemical product in that product's ingredient. Some of it a prohibited ingredients such as hydroquinone, tretinoin, parabens, mercury, synthetic colours and many more. People are not aware about the ingredients in some products and maybe they get attracted because some of it a viral item or cool packaging and any other reasons. End up their faces and skin become bad.

Furthermore, A.Nature are here to treat all skins type and heal it what has been disturbing to all people. We are 100% using only organic products also chemical – free and free – waste. We are not using bottle or tube packaging for the soap but we change it to soap bar. Why soap bar? because using bar soap is easy to find affordable soap bar of good quality. Bar soaps are lighter and last longer. It is lesser chemical required and better for you and the environment. Also, it is really suitable for travelling because it's a solid items.

So, we believed that our A.Nature can complete what is your desire because we have our own credibility to make sure our product's quality and started our own name A.Nature that will attractby our lovely customer. Lastly, we always in demand and were produced with efficiently ways.

- **Name and Address of business**

A.Nature is come from the name of the owner which is Aida Ann(N). As can see from the logo that is written A.N is to get the mean of Aida.Ann and also A.Nature.

The address will be No.1, Jalan 5C/2, Seksyen 5, 43650, Bandar Baru Bangi, Selangor.

- **Organizational Chart**



Aida Nuridayu bt Suhaimi - The owner of A.Nature

STAFFS

- **Mission**

- To make everyone get what the skin they want
- Until forever with zero – waste and zero – chemical

- **Vision**

- we will be the most marketable product globally and to be a market leader in the production and distribution of organic product in the global of skincare products.