



UNIVERSITI
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KAMPUS PUNCAK ALAM SELANGOR

ENT 530

(PRINCIPLES OF ENTREPRENEURSHIP)

SOCIAL MEDIA PORTFOLIO

“Simply K Facemsk by Harun Akun”

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GROUP:

ENT 530 B & C

Acknowledgement

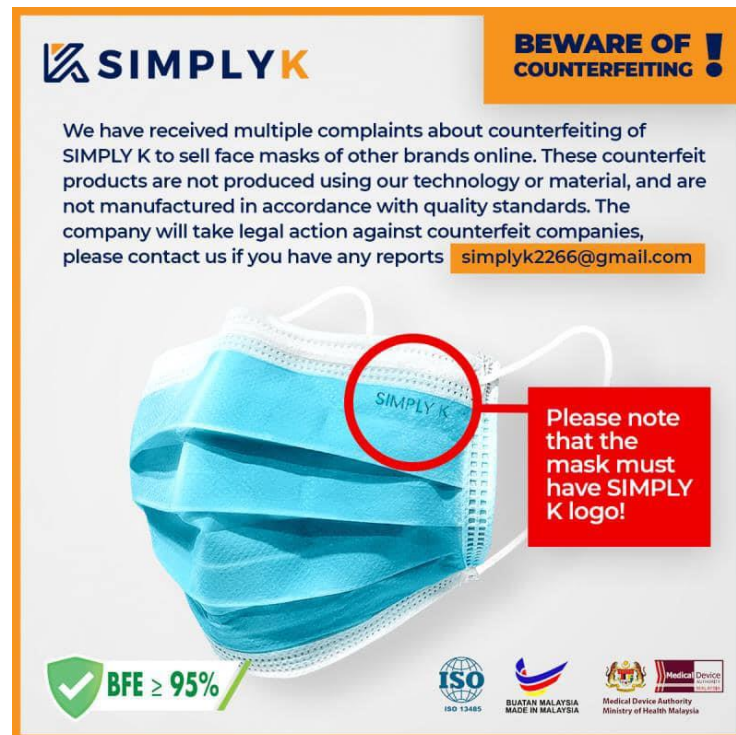
First of all, I would like to express full of my gratitude to Allah S.W.T I managed to complete my social media portfolio report with successfully by his guidance and blessing. This is also for the completion of this social media portfolio report as one of the requirements that need to be accomplished in the last assignment for the code ENT 530 which is Principles of Entrepreneurship.

I want to say special thanks especially to my parents that never tired in supporting me at all and to complete this portfolio by help me to do and support to start this business food. In addition, especially thanks to all my friends because they always give me more advice and shared knowledge before I start my business until I finished this portfolio. This portfolio also has been prepared with the cooperation and support from many people out there that always supporting in my facemask business. Furthermore, I also want to give a special thank to my lecturer, which is Madam Salzainna Zainul Abidin also her kindness in helping during the process of completion of this social media business work. She has given a good teach by providing useful information. Without her, I would not be able to complete this portfolio.

Through this subject I already understood that business is very important for society and this subject is very best to be learn and finally I also make a portfolio for my business facemask. In this portfolio, there was covers social media business using Facebook which is creating Facebook page, teaser post, creating soft sell and hard sell, frequency of posting and sales report.

Lastly, for those who had involved and contributed directly or indirectly to this portfolio, I am very thankful to them for the effort and initiative that they have shown in my business until successful completed my portfolio report. 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.

Introduction of my business



My business is about selling Simply K Facemask. I start my business with just make a dropship to Harun Akun Simply k facemask. The product that I have been choose is Simply K Facemask and for my fb page is Simply K facemask. The reason behind the choose of this name is to ease people that want to buy Simply K facemask to find the page. The address of this product to be find is 315 A BPVA 11000 Balik Pulau, Pulau Pinang. The owner of Simply K facemask by Harun Akun is Muhammad Harun bin Akun and his start his business in the beginning of 2020. This business is just focusing on selling Simply K facemask and my target audience is for all Malaysian people because on this pandemic era, all people around the world need to wear facemask to prevent from Covid 19 disease.

Mission and Vision

Mission

The mission for Simply K Facemask Facebook Page is to provide all kind of Simply K Facemask and give good product quality to customer.

Vision

The vision of Simply K Facemask is to ensure all people use a right quality facemask that is Simply K and to prevent all Malaysian people from disease.

Simply K Facebook Page

For the Facebook page that been made by the researches, it only providing the Simply K facemask as the product that been focusing. There are two type of facemask that can been found in the Simply K Facemask Facebook page and that is head loop facemask and ear loop facemask.

For the head loop facemask by Simply K is suitable for women that wearing hijab because the rope of facemask is designed for women that wear hijab but men also can wear this facemask and for ear loop facemask it is suitable for men and women who wear hijab that still want to wear this ear loop facemask must wear extension mask.



Head loop facemask



Ear Loop Facemask

Price List

Medical Facemask



Earloop all colour Rm 24