



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530 : PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO REPORT



FACULTY & PROGRAMME : ENT530
SEMESTER : MAC 2018
PROJECT TITLE : SOCIAL MEDIA PORTFOLIO REPORT (BAWAL VALET)
STUDENT NAME : NORITA ABDULLAH
STUDENT ID : 2014753129 (Group : 6b)
LECTURER : ZANARIAH BINTI ZAINAL ABIDIN
SUBMISSION DATE : 13TH MAY 2018

B+ H
B+ H

ACKNOWLEDGEMENT

Assalamualaikum w.b.t. First and foremost, a huge appreciation to the one that creates us in this world, Allah SWT that had given me the capability and accessibility to finish my project until the finish line.

Secondly, I would like to show my highest appreciation to Puan Zanariah Binti Zainal Abidin, Entrepreneurship lecturer for her endless compassion and determination in teaching and guiding me throughout this assignment, and lectures in class. Through the full cooperation of her, I able to understand more about Principles of Entrepreneurship.

All the support that has been given by my family is all that matters for me to keep on going and give my best for the project. Motivation leads me to victory in making sure that the project is at its best.

In the last but not least, I would like to thank my classmates and friends for their help and discussion in helping me completing this assignment. Thank you again to everyone who has helped me directly and indirectly in this particular assignment, may Allah bless all of you.

EXECUTIVE SUMMARY

Here I would like to introduce Bawal Valet for my Social Media Portfolio. Bawal Valet is a supplier, designer, wholesaler and retailer of a branded scarf in Malaysia. Bawal valet emphasizes the quality of such material as we use a high quality voile (bawal) cotton from Japan and also work with Swarovski Element to get the original Swarovski.

Bawal Valet boutique was located at No.65 Jalan Plumbum P7/P, Seksyen 7, 40000 Shah Alam, Selangor, Malaysia and the business hour is from 0900am to 1800pm, Monday – Saturday.

Bawal Valet also can be found at Facebook; <https://m.facebook.com/ieta.bawalvalet> . As we know, Facebook page has many potential benefits for business. While some benefits are similar to having a website, a number are unique to Facebook. Some of the benefits of Facebook to online business are; Facebook is a low cost marketing strategy, we can share basic information about our business, sharing a picture or video of our product, provide customer support, user friendly and etc.

Bawal Valet aims to make a scarf as an identity to Malaysia. Moreover, by collaborating with Swarovski has putting our collection in an exclusive position.

CONTENT	PAGE
Acknowledgement	2
Executive Summary	3
1.0 Introduction <ul style="list-style-type: none"> 1.1 Name and address of business 1.2 Objective 1.3 Mission 1.4 Vision 1.5 Description of products / services 1.6 Price List 	5 – 7
2.0 Facebook (FB) <ul style="list-style-type: none"> 2.1 Facebook (FB) post –Teaser 2.2 Facebook (FB) post – Copywriting (Soft sell) 2.3 Facebook (FB) post – Copywriting (Hard sell) 2.4 Frequency of posting 2.5 Sales report 	8 – 14
3.0 Conclusion	15
4.0 Appendices	16 – 18

1.0 INTRODUCTION

1.1 NAME AND ADDRESS OF BUSINESS

Name : *Bawal Valet*

Address : No.65 Jalan Plumbum P7/P, Seksyen 7, 40000 Shah Alam, Selangor, Malaysia

Tel : +603 5524 1092

1.2 OBJECTIVES

Bawal Valet aims to make a scarf as an identity to Malaysia:-

- Maintain Malaysian national goods.
- In order to protect the scarf, it is not wasted.
- Make the best hijab brand in the world of hijab.

1.3 VISION

- Maintain the quality of Bawal Valet products.
- Always renew the design of the scarf.
- Guarantees that Bawal Valet products will not be doubt.

1.4 MISSION

- Expanding Bawal Valet products to international markets.
- Makes Bawal Valet identity in the world.
- Bring a beautiful scarf image to the world by producing the latest design.
- Make Bawal Valet brand the same as other branded goods.