



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE MANAGEMENT (BM 243)

(ENT530)

PRINCIPLES OF ENTREPRENEURSHIP

(DE'XANDRA – AIR FRESHENER SUPPLIER)
SOSIAL MEDIA PORTFOLIO

PREPARED FOR:

PUAN ZANARIAH BINTI ZAINAL ABIDIN

PREPARED BY:

NURUL AKMA BINTI AYOB - 2012567037

- NBHGB -

SUBMISSION DATE :

13TH MAY 2018

Acknowledgement

I send my grateful to Allah S.W.T for bestowing upon me His blessing and for His will for allowing us to complete this Social Media Portfolio successfully. I have done my Social Media Portfolio on “Air Freshener by De’xandra”.

I would particularly like to acknowledge the understanding, guidance and support of my supervisor, Madam Zanariah binti Zainal Abidin. This is because she give me his full cooperation in order to me to successfully finish this portfolio as well as she has contributed his idea and support for me on finishing on time and meet the main objective of this portfolio. This portfolio tested our abilities through mentally and physically.

My deepest thanks to the family who gives me a lot of support and encouragement in order to me successfully complete this portfolio. I also would like to thanks everyone else who support, buy and give advice how to sell my product at social media (facebook) on Air Freshener by De’xandra.

Nurul Akma binti Ayob

Faculty of Business Management

University Teknologi Mara (UiTM)

Table of contents

Acknowledgementsi

Table of Contentii

List of Tableiii

List of Figuresiv

Executive Summaryv

Introduction1

Organization Chart2

Mission / Vission3

Descriptions of products / services4-5

Price list6

Facebook post7-14

Frequency of posting15

Conclusion16

References17

Executive summary

Have many product Air Freshener in market and I as a supplier De'xandra Air Freshener have my own strategies to promote the products and tackle my customers. Before we sell some products it is important for a supplier to investigate their vision and mission to the marketplace. However there are pros and cons on their business strategy. Hence, the study and understanding of customer needs is very important before a product is released. The portfolio is used to show how to increase selling product with social media (facebook).

1. INTRODUCTION

1.1 Name and address of business

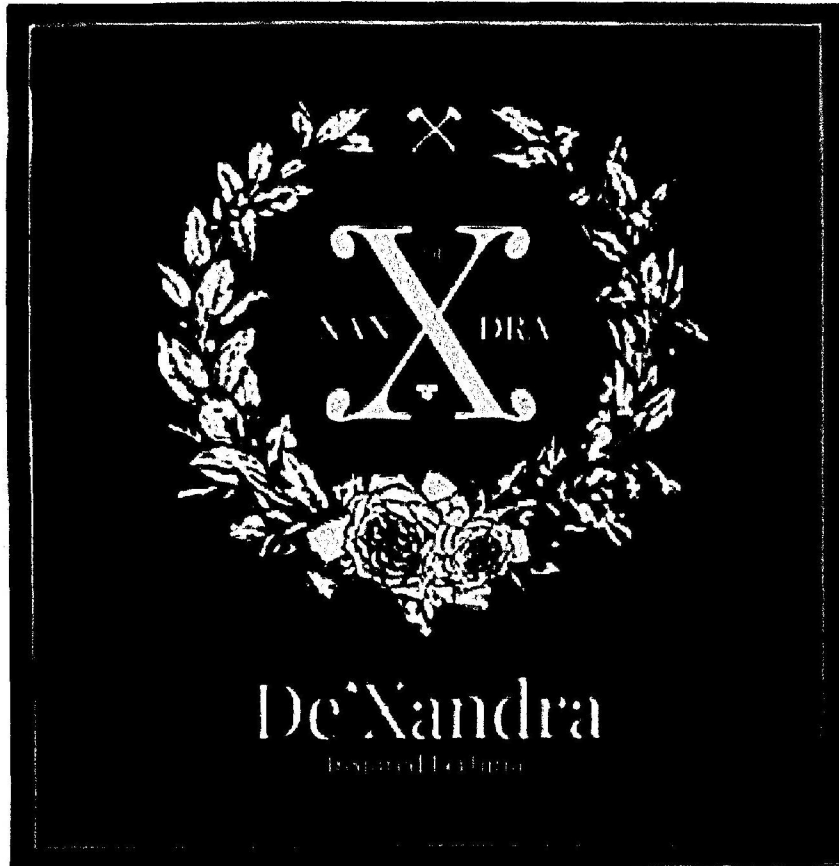


Figure 1.1

Name : Xandra Malaya Resources Supplier
(SA0448045-A)

Address : Block C-T06-U16
Apartment 18R13
62250 Presint 18
Wilayah Persekutuan Putrajaya

Hotline : 012-6767426