



**PUNCAK PERDANA CAMPUS, SHAH ALAM, SELANGOR**

**FACULTY OF INFORMATION MANAGEMENT**

**BACHELOR OF INFORMATION SCIENCE (HONS) RECORDS MANAGEMENT**



**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO: CUBRE MI COLLECTION (INDIVIDUAL ASSIGNMENT)**

**PREPARED BY:**

**ROHEZEL DIROLEN LODUIN (2019229012)**

**PREPARED FOR:**

**SIR MUHAMMAD HAFIZI ZAMRI**

**GROUP:**

**IM246 3ST4**

**DATE OF SUBMISSION:**

**29 JANUARY 2021**

## **ACKNOWLEDGEMENT**

I thank God for all the opportunities, trials and strength that have been showered on me to finish writing the report of social media portfolio for Cubre Mi Collection. I experienced so much during this process, not only from the academic aspect but also from the aspect of personality.

First and foremost, I would like to sincerely thank my Principle of Entrepreneurship lecturer (ENT530), Sir Muhammad Hafizi Zamri, for his guidance, understanding, patience and most importantly, he has provided positive encouragement and a warm spirit to finish this assignment. It has been a great pleasure and honors to have him as my lecturer.

Besides, my deepest gratitude goes to all of my family members. It would not be possible to write this assignment without the support from them. Last but not least, I would sincerely like to thank all my beloved friends who were with me and support me through thick and thin. May God shower us with success and honor in our life

## **EXECUTIVE SUMMARY**

Nowadays, awareness of high-quality beauty and skincare brand is on the rise. The good skincare and beauty brand are the definition of outside beautiful, luxuries, elegant and confident within women. Today, we often heard about the bad consequences in choosing wrong cosmetics brand. To avoid this problem within women, Cubre Mi can make sure the women can be look prettier and more beautiful without damaging their skin and appearance and also help them to raise their confidence in a blink of an eye.

Cubre Mi Collection was established in November 2020 as an online business. Cubre Mi Collection sells a good quality of cosmetics and beauty brand. According to the customer review, our product gave a satisfaction to our customer. It is because the chemical content in Cubre Mi cosmetics are not even damaging the consumers skin

Furthermore, Cubre Mi Collection will sell high quality of Cubre Mi cosmetic brands only. In our business, we only focus on Cubre Mi cosmetic brand only. This is to make sure we know our target market even if it will always be changing every day. The products will be sold it through our Facebook (FB) page which is Cubre Mi Collection.

## TABLE OF CONTENT

<b>CONTENT</b>	<b>PAGE</b>
<b>1.0 GO E-COMMERCE</b>	<b>5</b>
<b>2.0 INTRODUCTION OF BUSINESS</b> <b>2.1 Name and Address of Business</b> <b>2.2 Organizational Chart</b> <b>2.3 Vision and Mission</b> <b>2.4 Description of Product</b> <b>2.5 Price List</b>	<b>6 - 9</b>
<b>3.0 FACEBOOK (FB)</b> <b>3.1 Creating Facebook (FB) page</b> <b>3.2 Customing URL Facebook (FB) page</b> <b>3.3 Facebook (FB) post – Teaser</b> <b>3.4 Facebook (FB) post – Copywriting (Hard sell)</b> <b>3.5 Facebook (FB) post – Copywriting (Soft sell)</b> <b>3.6 Graphics</b>	<b>10 - 19</b>
<b>4.0 CONCLUSION</b>	<b>20</b>


# 1.0 GO E-COMMERCE

app-go-e-commerce.my/profile

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE



ROHEZEL DIROLEN LODUIN

**Personal Information** Edit

Name	: ROHEZEL DIROLEN LODUIN	Phone/Mobile	: 0138976184
New Identity Card No.	: 990408126578	Home Address	: Kg. Timbang Batu
Email Address	: zelloduin@gmail.com	District	: Matunggong
City	: Kudat	Postcode	: 89050
State	: Sabah	Personal Instagram	: null
Personal Facebook	:	Race	: Bumiputra Sabah
Gender	: Female	Special Need Required	: No
Marital Status	: Single		


**Institution Information** Add New

UITM Puncak Perdana - IM2483ST4

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UITM Puncak Perdana
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jin Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	: Puncak Perdana
		Postcode	: 40150
District of Institution	: Petaling		
Level of Study	: Bachelor Degree	Study Status	: Full time
Course Name	: IM2483ST4	Class Name	: IM - FACULTY OF INFORMATION MANAGEMENT
Subject Name	: ENT630	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: muhammad hafizi zamri
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

Edit Delete

Hello there!  
My name is Abang Iz and I'm here to assist you.



eCertificates


app-go-e-commerce.my/profile

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE BUSINESS PROFILE



ROHEZEL DIROLEN LODUIN

Company Name	: CUBRE MI Collection	Company Registration No.	:
Type Of Business	: Sdn. Bhd	Business Role	: Agent
Facebook Page	: https://www.facebook.com/cubremiwithyou/?view_public_for=101388245135030	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Health & Beauty
Wechat for Business	:	Business Instagram Page	:
Marketplace	:	Business Website	:
Business Related to Your Study Field	: Yes	Type Of Website	:
		Experience in International Export	:

Edit