



اَوْبُنُوْ سَيِّتِيْ بَاتِيْ كُنُوْ لُوْ كِيْ بِمَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PRORAMME : AD244 - Bachelor of Industrial Design

SEMESTER : 05

NAME : Muhammad Nur Asyraf Bin Mohd Dan

GROUP : AD2445B

LECTURER : En. Muhammad Hafizi bin Zamri

ACKNOWLEDGEMENT

First and foremost, I would like to express my absolute appreciation to Allah S.W.T as I was able to successfully complete my social media portfolio study through His encouragement and blessings.

I would then like to express my gratitude to UiTM Shah Alam, Selangor, for giving me the chance to carry out this assignment for the project.

Next, I want to special thanks to En. Our Principle of Entrepreneurship (ENT530) lecturer, Muhammad Hafizi bin Zamri, allows us this opportunity to carry out this project assignment as well as provides me and my friends with continuous great encouragement and advice for the entire semester of my thesis.

In addition, my deepest thanks to my family and housemate who tried their best to provide their support by providing me with a lot of motivation and financial help to cover all the costs needed from the start until the end of my project assignment. Not to miss all my online friends who have helped me during this whole semester and shared information with me.

At last, I would also like to thank anyone who has personally or indirectly participated and contributed to my assignment project as they have been seen with their effort and initiative before I can successfully finish this media social portfolio report.

EXECUTIVE SUMMARY

"Kampung Vibes" is a trademark of my homestay business, Teratak D'Sawah Homestay. The major objective of the company is to give the customer a super comfortable experience in village around paddy field with a fully furnished homestay.

My business began on the 22nd of March 2019. My homestay provided a great service, according to the customer review, that makes our guest remember the vibes of the homestay. Because of the affordable price, this homestay service is also liked by many. Therefore, my service offers our guests a clear glimpse into the continuation of the rental.

Teratak D'Sawah Homestay has been rented to vast numbers of guests for various types of specific purpose since the moment of its opening. Increasing demands are at the top until PKP 2.0, as we now have to tackle PKP 2.0 . Marketing is still continuing, but due to the Covid-19 pandemic, the booking is decreased.

TABLE OF CONTENTS


ACKNOWLEDGEMENT.....	2
EXECUTIVE SUMMARY.....	3
TABLE OF CONTENTS.....	4
1.0 GO-ECOMMERCE REGISTRATION.....	5
2.0 INTRODUCTION OF BUSINESS	
2.1 Name and address of business	6 - 7
2.2 Organizational chart	8
2.3 Mission/Vission	9
2.4 Descriptions of products/services	10
2.5 Price list	10
3.0 FACEBOOK (FB)	
3.1 Creating Facebook (FB) page	11
3.2 Customing URL Facebook (FB) page	11
3.3 Facebook (FB) pose – Teaser	12
3.4 Facebook (FB) pose - Copywritting (Hard sell)	13 - 14
3.5 Facebook (FB) pose – Copywritting (Soft sell)	15 - 16
3.6 Graphics for Online Marketing (A)	17
3.7 Graphics for Online Marketing (B)	18
4.0 CONCLUSION	19

1.0 GO-Ecommerce REGISTRATION

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE



MUHAMMAD NUR ASYRAF BIN MOHD DAN

Personal Information

Name	: MUHAMMAD NUR ASYRAF BIN MOHD DAN	Phone/Mobile	: 01125414939	Edit
New Identity Card No.	: 980119017325	Home Address	: TRH 1, KG TELOK RIMBA	
Email Address	: tunmohdasyraf@gmail.com	District	: TANGKAK	
City	: TANGKAK	Postcode	: 84400	
State	: Johor	Personal Instagram	: tun_asyraf	
Personal Facebook	: Tun Muhd Nur Asyraf	Race	: Malay	
Gender	: Male	Special Need Required	: No	
Marital Status	: Single			

Hello there!
My name is Abang Iz

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE **BUSINESS PROFILE**

Institution Information [Add New](#)

UITM Puncak Alam - Industrial Design


Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA	
State of Institution	: Selangor	Name of Institution	: UiTM Puncak Alam	
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	: Puncak Alam	
District of Institution	: Kuala Selangor	Postcode	: 42300	
Level of Study	: Bachelor Degree	Study Status	: Full time	Edit Delete
Course Name	: Industrial Design	Class Name	: AD244 5A & 5B	
Subject Name	: Intro to entrepreneurship	Year Enrolling the subject	: 2020	
Month Enrolling the Subject	: 11	Lecturer Name	: muhammad hafizi zamri	
Internship Enrollment	: Yes	Year Of Internship Enrollment	: 2020	
Month of Internship Enrollment	: August	Period of Internship Training	: 3 Months	
Expected Year To Complete Study	: 2021	Expected Month To Complete Study	: 12	
Related To Study Field	: Yes			

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

Go-eCommerce BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE **BUSINESS PROFILE**



MUHAMMAD NUR ASYRAF BIN MOHD DAN

Company Name	: Teratak D'Sawah Homestay	Company Registration No.	:	Edit
Type Of Business	: Enterprise	Business Role	: Service Owner	
Facebook Page	: Teratak D'Sawah Homestay	Business Category/Business Sub-Category	: Supplies & Services / Service	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: Others	Business Website	: https://www.facebook.com/TeratakSawahTelokRI mba	
Business Related to Your Study Field	: No	Type Of Website	: Informative Website	
		Experience in International Export	: No	