



Faculty of
Information
Management

**PRINCIPLE OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

PREPARED FOR	MADAM NOR SARA NADIA BINTI MUHAMAD YUNUS
PREPARED BY	NORFATIAH BINTI MOHD ROSLI
STUDENT ID	2019219646
GROUP NAME	IM2443A
SUBMISSION DATE	8 JANUARY 2021

Acknowledgement

I would like to express my special thanks of gratitude to my lecturer Madam Nor Sara Nadia Muhamad Yunus for her able guidance and support in completing my social media portfolio report with successfully. I really grateful because I managed to complete this assignment within the time given by Madam Nor Sara Nadia Muhamad Yunus. Not to forgotten to all my friends who had supported and shared knowledge to me through this whole semester. Last but not least I would like to thank to my family who tried their best to give their support by giving me a lot of encouragement.

Executive Summary

We choose dress as our online business because we found that women out there difficult in choosing the outfit for themselves. As we know many Muslim women out there who want the right outfit for an event or to work. Therefore, we sell various types of outfit to solve their problems. We also sell a high quality products because we choose a well-known supplier in Malaysia which is Jubah Souq. We are very confident and believe that our customers will be satisfied with the quality of our product. Fety's Jubah also offers postage service throughout the country. The prices of our products also very reasonable and affordable.

Table of content

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

1.0 INTRODUCTION OF BUSIBESS.....	4
1.1 Name and Address of Business.....	4
1.2 Organizational Chart.....	5
1.3 Mission and Vision.....	6
1.4 Description of Products and Services.....	7
1.5 Price List.....	8-10
2.0 FACEBOOK (FB).....	11
2.1 Facebook Page.....	11
2.2 Custom URL Facebook Page.....	11
2.3 Facebook (FB) Post – Teaser.....	12-15
2.4 Facebook (FB) Copywriting – Hard Sell.....	16-20
2.5 Facebook (FB) Copywriting – Soft Sell.....	21-25
2.6 Graphics.....	26-27
3.0 CONCLUSION.....	28

1.0 Introduction of business

1.1 Name and address of business

Fety's Jubah is one combination of my own name Fatihah or the glamour name is Fety and the product that I choose is dress (Jubah) through the combination then came the name of Fety's Jubah. Our business motto is "Your Beauty is our Priority". The motto was chosen because we want to ensure that our customers are always stylish with our product. Our target market is all women out there who want to look stylish and confident. Our business address is Kampung Rejang Hulu, Jelawat 16070 Bachok, Kelantan Darul Naim.



Figure 1.1 Fety's Jubah Official Logo