



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF INFORMATION MANAGEMENT
MARA OF UNIVERSITY TECHNOLOGY**

**BACHELOR OF SCIENCE (HONS)
INFORMATION LIBRARY MANAGEMENT
IM244**

**PRINCIPLES OF ENTREPRENEURSHIP
ENT 530**

**INDIVIDUAL ASSIGNMENT 2:
SOCIAL MEDIA PORTFOLIO**

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**SUBMISSION DATE:
8th JANUARY 2021**

ACKNOWLEDGEMENT

I would like to express my gratitude to Madam Sara for giving me the opportunity to do this assignment. I am thankful for the guidance and support that provided by Madam Sara throughout completing the assignment. This assignment also would not be completed without the help and support of many individuals. I would like to extend my sincere thanks to them. While completing this assignment, I had gone through a few of problems but with the help of lecturer and friends, I successfully finish this assignment. Lastly, I would like to thanks my family for always believe and supporting me in finishing this assignment.

EXECUTIVE SUMMARY

The portfolio will explain on the progress of Epodise. Epodise is a clothing brand business that operate as online using the Facebook (FB) as their platform to operate their business. Epodise focus on teenager and adult female clothing for different style and size. The Facebook page was first created on November 2020 by the founder, Wan Nuratirah binti Che Ab Ghani. The mission and vision of the clothing brand are stated as to enhance the beauty and style so that they can confidently say they 'Look Great' and to be the best clothing brand that offer high quality, design and service to our customer respectively. In the Facebook page, teaser, soft sell such as tips how to be more stylish, how to match colours, how to look taller and more are posted to attract customer in checking page for more information before hard sell are posted.

TABLE OF CONTENT

CONTENT	PAGE
ACKNOWLEDGEMENT	i
EXECUTIVE SUMMARY	ii
1.0 INTRODUCTION OF BUSINESS	1
1.1 NAME AND ADDRESS OF BUSINESS	1
1.2 ORGANIZASIONAL CHART	2
1.3 MISSION AND VISION	2
1.4 DESCRIPTION OF PRODUCTS	2
1.5 PRICE LIST	3
2.0 FACEBOOK (FB)	6
2.1 CREATING FACEBOOK (FB) PAGE	6
2.2 CUSTOMING URL FACEBOOK (FB) PAGE	7
2.3 FACEBOOK (FB) POST – TEASER	8
2.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)	10
2.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)	15
2.5 GRAPHICS	20
3.0 CONCLUSION	39

1.0 INTRODUCTION OF BUSINESS

1.1 NAME AND ADDRESS OF BUSINESS

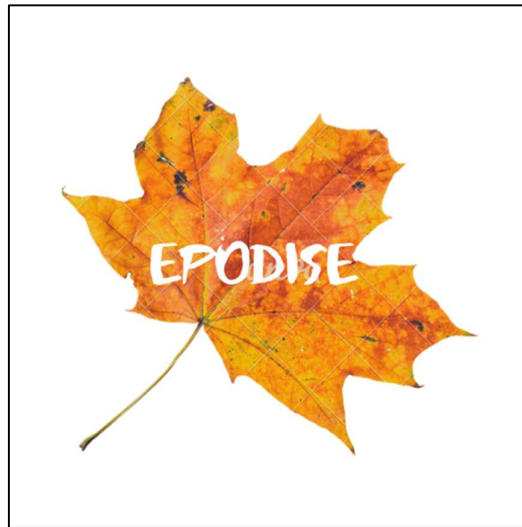


Figure 1.1.1 Epodise logo

Epodise is a female clothing brands, focusing on female from teenager to adult fashion. We aim to make a great design available for female teenager and adult in a sustainable way. We strive to offer high fashion, design and services to our customers so that they are inspired to freely express themselves through their fashion and style, making they enjoy their daily life in more circular way. Our products are suitable for different type of body shape, so that our products can boast up their style and appearance. There are variety items that offered by Epodise such as skirt, pants, dress, t-shirt and lots more. Epodise have their own Facebook page where the customers can like and follow the page to know new post regarding our products. The customers can contact us directly on Whatsapp to buy the items.

Epodise is located at Lot 160 Kampung Badang, Jalan Pantai Cahaya Bulan, 15350 Kota Bharu Kelantan. Epodise main work is to design the items before sending the design and description of the product to our supplier, Guangzhou Pinhe Trading Co. Ltd. The supplier will take in charge in producing the items at their main factory at China. After the product produced, supplier will be shipped the item to us, allowing us to move to advertising and selling. Most of the work only require us to work from home except for when we will be shipping out the products to our customers. Our products will be ship using J&T Express as the logistic and delivery company are near from home. Epodise operate every day except Monday from 10 a.m. to 10 p.m.