

## PRINCIPLE OF ENTREPRENEURSHIP (ENT530)



## SOCIAL MEDIA PORTFOLIO

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SUBMISSION DATE	8 JAN 2021

## TABLE OF CONTENT

ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	1
<b>1.0 BUSINESS REGISTRATION</b>	<b>2</b>
<b>2.0 INTRODUCTION OF BUSINESS</b>	<b>3</b>
2.1 BUSINESS PROFILE	3
2.2 ORGANIZATIONAL CHART	3
2.3 MISSION/VISSION	4
2.4 DESCRIPTION OF PRODUCT	4
<b>3.0 FACEBOOK (FB)</b>	
3.1 CREATING FACEBOOK (FB) PAGE	5
3.2 CUSTOMING URL FACEBOOK (FB) PAGE	6
3.3 FACEBOOK (FB) POST – TEASER	7-11
3.4 FACEBOOK (FB) POST – COPYWRITING (SOFTSELL)	12-19
3.5 FACEBOOK (FB) POST – COPYWRITING (HARDSALE)	21-26
3.6 FREQUENCY OF POSTING	27-29
<b>4.0 CONCLUSION</b>	<b>30</b>

## **ACKNOWLEDGEMENT**

First of all, I would like to thank to Allah because finally I can complete this assignment. Next, thanks a lot to our lecturer, madam Nor Sara Nadia Binti Muhamad Yunus because guide us to prepare this assignment step by step. Last but not least, thank you to my parents because always pray for me and give support also those who help me to completing this assignment either directly or indirectly.

## **EXECUTIVE SUMMARY**

The assignment is the study on how to run a business by using the social media. I have chosen a business to run by me which is a business of selling bundle clothes which are blouses and knitwear. By doing this business, I have learned on how to promote product by using social media which is Facebook. I also learned on how to create sale postings by using teaser, soft sale and hard sale.


Other than that, I have learned on how to attract and convince the customers. We need to set our targeted customers so that we can easily run our business. Lastly, we must know what upcoming problems and how to overcome it.

# 1.0 BUSINESS REGISTRATION

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**PERSONAL PROFILE** | BUSINESS PROFILE



**NURFATIN AQILAH BINTI NORHSAN**

**Personal Information** Add New

Name	NURFATIN AQILAH BINTI NORHSAN	Phone/Mobile	0111812257	Edit
New Identity Card No.	991205035056	Home Address	LOT 6659, JALAN PADJANG SELISING BARAT	
Email Address	orkeqpuah99@gmail.com	District	KELANTAN	
City	MACHANG	Postcode	18500	
State	Kelantan	Personal Instagram	null	
Personal Facebook	https://www.facebook.com/Street-Lady-Shop-102908088300874	Race	Malay	
Gender	Female	Special Need Required	No	
Marital Status	Single			

**Institution Information** Add New

**UTM Puncak Perdana - ENTS30 (NSIMY) PRINCIPLES OF ENTREPRENEURSHIP**

Type of Institution	IHL	Institution List	Universiti Teknologi MARA	
State of Institution	Selangor	Name of Institution	UTM Puncak Perdana	
Address of Institution	Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angas AU100A, 40150 Shah Alam, Selangor	City	Puncak Perdana	
		Postcode	40150	
District of Institution	Pahang			
Level of Study	Bachelor Degree	Study Status	Full time	Edit Delete
Course Name	ENTS30 (NSIMY) PRINCIPLES OF ENTREPRENEURSHIP	Class Name	IM2443A	
Subject Name	ENTS30 (NSIMY) PRINCIPLES OF ENTREPRENEURSHIP	Year Enrolling the subject	2020	
Month Enrolling the Subject	10	Lecturer Name	Ihor Sara Nadia Muhamad Yunus	
Internship Enrollment	No	Year Of Internship Enrollment		
Month of Internship Enrollment		Period of Internship Training		
Expected Year To Complete Study	2021	Expected Month To Complete Study	2	
Related To Study Field	Yes			

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 BUSINESS PROFILE

Name of the business: StreetLady.Shop

Business address: LOT 6659, JALAN PADANG SELISING BARAT, 18500 MACHANG  
KELANTAN

E-mail address: orkedputeh99@gmail.com

Telephone number: 011-18812257

### 2.2 ORGANIZATIONAL CHART

Street Lady.Shop by Fatieynnr co-founded by NurFatin Aqilah Binti Norihsan, assisted by Operation Manager Noriza Binti Mat Daud and three other staffs which handling packaging, financial and another one delivering.

