



اَوْنِيُوْ تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**UNIVERSITI TEKNOLOGI MARA (UiTM)
CAMPUS PUNCAK ALAM**

**BACHELOR OF OFFICE SYSTEMS MANAGEMENT (Hons.)
FACULTY OF BUSINESS AND MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP
ENT 530**

SOCIAL MEDIA PORTFOLIO

NAME : NUR ERIESHA BINTI ZAINAL ABIDIN
SEMESTER : 3
GROUP : BA232 3D
**PROJECT TITLE : SOCIAL MEDIA PORTFOLIO
(AINAABEAUTY.SHAA)**
LECTURER : DR. SYUKRINA ALINI BINTI MAT ALI
SUBMISSION DATE : 30th DECEMBER 2020

ACKNOWLEDGEMENT

First of all, thanks to Allah S.W.T for his mercy and guidance in giving me full strength to complete this assignment, social media portfolio. Despite facing various problems to complete this assignment especially during this Covid-19 pandemic and online distance learning (ODL), but I managed to complete it as I planned and I am thankful for this opportunity.

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Other than that, I would like to give an appreciation to those who help me especially my family for supporting me mentally and physically, not just during finishing this assignment but also during my whole studies. In addition, grateful acknowledgement to all my friends who never give up in giving their support to me in all aspects. Also, I thank to all the people for their help directly or indirectly to complete my assignment.

EXECUTIVE SUMMARY

This social media portfolio is essential to encourage students to have their own business and learn how to manage a business effectively by doing a good marketing, posting and strategy. Other than that, it will encourage a brainstorm session to identify the business that will be conducted based on the trend analysis and how to be different and unique from other competitors.

Ainaabeauty.shaa is an online business that offers a selection types of skincare of AINAA Beauty's products that will help people to solve their skin problems. The business was started on October 2020 and has been registered by Go-Ecommerce. Ainaabeauty.shaa is using a social media platform such as Facebook and WhatsApp to promote the products that we sell also to connect and engage with the customers. There are also a team under Ainaabeauty.shaa that cover area of Kuala Lumpur, Selangor, Pahang and Kelantan.

The products that we sell which is AINAA Beauty, is safely to use as it consists of natural ingredients and free of chemical ingredients such as mercury. Moreover, this business also offers affordable products and services to the customers and also served the customers with a free of charge consultation for them about the skin knowledge and guide them to treat their skin in a proper way. In addition, we also provide excellent services to the customers such as providing a delivery services (cash on deliver) on a particular areas and shipping all around Malaysia.


Ainaabeauty.shaa uses a marketing strategy that emphasizes the list of prices and the value of the posting. Besides, we also use four concepts of posting which are teaser, hard sell, soft sell and frequency posting. This is to ensure in order to encourage customers to purchase the products after they got attracted from the elements of our posting and the copywriting by using AIDCA technique.

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1. Go-Ecommerce Registration

PERSONAL PROFILE
BUSINESS PROFILE



Nur Eriesha binti Zainal Abidin

Personal Information Edit

| | | | |
|-----------------------|---------------------------------|-----------------------|--|
| Name | Nur Eriesha binti Zainal Abidin | Phone/Mobile | 0182174560 |
| New Identity Card No. | 990605145786 | Home Address | Blok A-2-15 Casmaria Apartment, Taman Samudra, Jalan Samudra Utama |
| Email Address | erieshazainal@gmail.com | | |
| City | Batu Caves | District | Gombak |
| State | Selangor | Postcode | 68100 |
| Personal Facebook | nur eriesha | Personal Instagram | erieshaznl |
| Gender | Female | Race | Malay |
| Marital Status | Single | Special Need Required | No |

Institution Information Add New

UITM Puncak Alam - EN 530-PRINCIPLE OF ENTREPRENEURSHIP-BA2323D OKT 2020

| | | | |
|------------------------------------|--|-------------------------------------|------------------------------|
| 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 |
| | | Postcode | 42300 |
| District of Institution | Kuala Selangor | | |
| Level of Study | Bachelor Degree | Study Status | Full time |
| Course Name | EN 530-PRINCIPLE OF ENTREPRENEURSHIP- BA2323D OKT 2020 | Class Name | BA2323D |
| | | Year Enrolling the subject | 2020 |
| Subject Name | PRINCIPLE OF ENTREPRENEURSHIP | Lecturer Name | Syukrina Aiini Binti Mat Ali |
| | | Year Of Internship Enrollment | 0 |
| Month Enrolling the Subject | 10 | Period of Internship Training | |
| Internship Enrollment | No | Expected Month To Complete Study | 1 |
| Month of Internship Enrollment | - | | |
| Expected Year To Complete Study | 2021 | | |
| Related To Study Field | Yes | | |

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Figure1.1: Personal Profile

PERSONAL PROFILE
BUSINESS PROFILE



Nur Eriesha binti Zainal Abidin

| | | | |
|---|------------------|---|--|
| Company Name | ainaabeauty.shaa | Company Registration No. | |
| Type Of Business | Sdn. Bhd | Business Role | Agent |
| Facebook Page | ainaabeauty.shaa | Business Category/Business Sub- Category | Apparel, Health & Beauty / Health & Beauty |
| Wechat for Business | | Business Instagram Page | ainaabeauty.shaa |
| Marketplace | | Business Website | |
| Business Related to Your Study Field | Yes | Type Of Website | |
| | | Experience in International Export | No |

Edit

Figure 1.2: Business Profile