

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

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SEMESTER : 3

GROUP : BA232 3D

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

(AINAABEAUTY.SHAA)

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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 conduct 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 have 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 is consist 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 emphasis 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

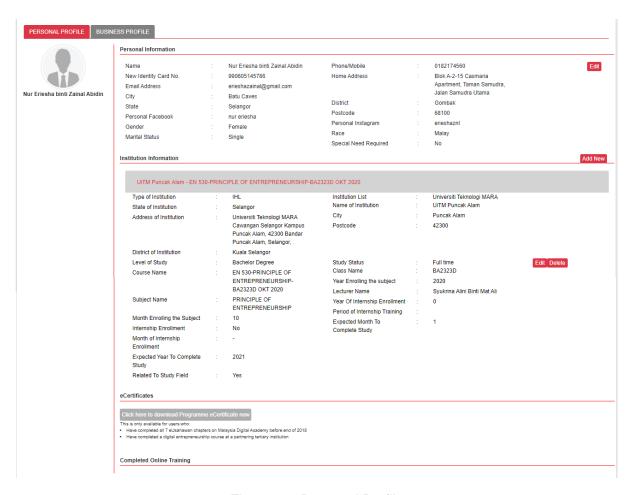


Figure 1.1: Personal Profile



Figure 1.2: Business Profile