SOCIAL MEDIA PORTFOLIO

NAME OF BUSINESS

Faithfleurbyaisyah_

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF BUSINESS AND MANAGEMENT &
BACHELOR IN OFFICE SYSTEMS MANAGEMENT
(HONS.) BA232

SEMESTER   **: 3**
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STUDENT ID   **: 2019253366**
GROUP   **: BA2323B**
LECTURER   **: DR. SYUKRINA ALINI BINTI MAT ALI**

ACKNOWLEDGEMENT

First at all, I am grateful to Allah because give me a chance to finish this assignment. I'm also like to thank to my Principle of Entrepreneurship (ENT530) subject lecturer Dr. Syukrina Alini binti Mat Ali for the valuable guidance and advice. She inspired me greatly to work in this assignment. I'm also would like to thank her for showing me some example related to this report. Besides, I'm also would like to thank the authority of University Technology Mara (UiTM) for providing me with a good environment and facilities to complete this assignment. My biggest gratitude goes to my parent for support me to accomplish this assignment. Finally, I would like to thanks to my friends for the supports me in completing this assignment. Without my friend, I will face many difficulties while doing this assignment. Once again, thank you very much, may Allah SWT bless you all.

EXECUTIVE SUMMARY

Faithfleurbyaisyah_ offers a hair care product with affordable price and everyone can have our product. Our target market is those who had hair problems especially women and man that had many problems related to hair conditions. My business located in No 75, Tingkat Zarib 2B, Taman Pinji Mewah, Ipoh, Perak. Our business basically only in online platform which is Facebook. Firstly, we need to register our online business in go-ecommerce to make sure our business been registered in online business platform. To register, we need to fulfill all the information that needed to make our business been registered in a proper way under the go-ecommerce. Next, we need to create a Facebook page to promote our product that we promote for this social media portfolio. In promoting our business, teaser is important to reveal our new product to our customer. This method is helpful to make sure we can grab attention from our new customer or our regular customer before we introduce the product that we sell. Using so many ways to introduce our hair care product such as video and picture will attract the customer to know more about our product that will be release. We use teaser to introduce a hair care product, countdown the time we reveal our new product and promotion for hair care product from Faithfluerbyaisyah_.Then, we need to create hard sell posting which is a method of advertising or selling that direct approach to promotion and sales. Hard sell posting must follow the technique AIDCA which is A (Attention), I (Interest), D (Desire), C (Conviction), and A (Action). After that, we also need to create soft sell posting which is a method of selling that involves persuading the customer in a gentle way rather than putting a lot of pressure on the customer to buy a product. At the end of this portfolio, I managed to learn more about how to promote product using different ways. I also gain more knowledge about how to use teaser, copywriting hard sell, copywriting soft sell and frequency to promote my product. From this social media portfolio, I managed to conduct a small business online in a proper way that I learn from subject entrepreneurship.

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Go-eCommerce BETA

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Have you updated your sales today? Update your sales regularly to collect more points!

PERSONAL PROFILE | **BUSINESS PROFILE**

NORAISYAH BINTI JOHARI

Company Name	:	FaithFleur
Type Of Business	:	Sdn. Bhd
Facebook Page	:	Faithfleurbyaisyah_
Wechat for Business	:	
Marketplace	:	
Business Related to Your Study Field	:	

Company Registration No.	:	
Business Role	:	Dropshipper
Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Health & Beauty
Business Instagram Page	:	
Business Website	:	
Type Of Website	:	
Experience in International Export	:	

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app.go-ecommerce.my/profile

Go-eCommerce BETA

HOME | MY PROFILE | MY BUSINESS | MY LEARNING | MY NOTIFICATIONS | MORE

Type of Institution	:	IHL
State of Institution	:	Selangor
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .
District of Institution	:	Kuala Selangor
Level of Study	:	Bachelor Degree
Course Name	:	SYUKRINA-ENT530-BA2323B-OKT2020
Subject Name	:	PRINCIPLE OF ENTREPRENEURSHIP
Month Enrolling the Subject	:	10
Internship Enrollment	:	No
Month of Internship Enrollment	:	
Expected Year To Complete Study	:	2022
Related To Study Field	:	Yes

Institution List	:	Universiti Teknologi MARA
Name of Institution	:	UiTM Puncak Alam
City	:	Puncak Alam
Postcode	:	42300
Study Status	:	Full time
Class Name	:	BA2323B
Year Enrolling the subject	:	2020
Lecturer Name	:	Syukrina Alini Binti Mat Ali
Year Of Internship Enrollment	:	
Period of Internship Training	:	
Expected Month To Complete Study	:	6

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