



اَوْبِقْرَانِيَّةٌ تَيْكُونُ لَوَيْحِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

THE . BLOOM

INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

“THE BLOOM CASE”

PRINCIPLES OF ENTREPRENEURSHIP

(ENT 530)

FACULTY : FACULTY OF BUSINESS MANAGEMENT
PROGRAMME : BACHELOR IN BUSINESS ADMINISTRATION (HONS)
FINANCE (BA242)
GROUP : BA242 4D
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30th December 2020

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EXECUTIVE SUMMARY

THE BLOOM Case provides a collection of trendy phone cases and custom phone cases which enable customers to create and design their own personalized phone case. With the custom phone case option, our customers can choose their own preferred design, pattern, and image to suit their taste. In addition, the option to add name personalization for our already available phone case collection is also available. Customers can add their initials, name and even their favorite phrase to create a truly one-of-a-kind phone case look.

The target audience of our business is mainly mobile phone users who are looking for an added quality and option in phone case as we provide a high-quality case that customers can customize or choose from our collections at an affordable price. This is in relation with our goal to satisfy the customer's needs and wants by providing various phone case option for customers to choose from.

THE BLOOM started operating on October 2020. We officially established our Facebook page on 23rd October 2020. Our business is 100% online based as we use online platform to promote and sell our product. The online platform mentioned is Facebook page. We use Facebook page because it provides a free opportunity for small businesses like us to increase our brand awareness, reach our target audience online and as well as to generate more sales.

As for the marketing strategy, our business uses a strategy of constant updates and postings about our product which includes product information, promotion, hard sell and soft sell in order to attract customer's attention and interest towards our product. At the moment, THE BLOOM Case is owned and fully operated by the owner, Nur Afrina Syasya binti Ramli. By using Facebook page as an online platform to promote our business and product, it helps us to create efficient sale postings.

TABLE OF CONTENTS

NO.	TITLE	PAGE
1.	1.0 GO-ECOMMERCE REGISTRATION	1
2.	2.0 INTRODUCTION OF BUSINESS	
	2.1 Name and Address of Business	2
	2.2 Organizational Chart	3
	2.3 Mission and Vision	3
	2.4 Descriptions of Products	4
	2.5 Price List	5 - 6
3.	3.0 FACEBOOK (FB)	
	3.1 Creating Facebook (FB) page	7
	3.2 Customing URL Facebook (FB) page	8
	3.3 Facebook (FB) Post – Teaser	9 - 11
	3.4 Facebook (FB) Post – Copywriting (Hard Sell)	12 - 19
	3.5 Facebook (FB) Post – Copywriting (Soft Sell)	20 - 28
	3.6 Frequency of Posting	29 - 32
4.	4.0 CONCLUSION	33


1.0 GO-ECOMMERCE REGISTRATION

Go-eCommerce BETA

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PERSONAL PROFILE BUSINESS PROFILE


Nur Afrina Syasya binti Ramli

Personal Information

Name	: Nur Afrina Syasya binti Ramli	Phone/Mobile	: 0122420402	Edit
New Identity Card No.	: 981118565666	Home Address	: Lot 20 Jalan 35A Selayang Baru	
Email Address	: afrinasyasya18@gmail.com	District	: Gombak	
City	: Batu Caves	Postcode	: 68100	
State	: Selangor	Personal Instagram	:	
Personal Facebook	:	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

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PERSONAL PROFILE **BUSINESS PROFILE**


Nur Afrina Syasya binti Ramli

Company Name	: THE BLOOM	Company Registration No.	:	Edit
Type Of Business	: Sdn. Bhd	Business Role	: Product Owner	
Facebook Page	: https://www.facebook.com/thebloomcase	Business Category/Business Sub-Category	: Household, Hobbies & Lifestyles / Retails	
Wechat for Business	:	Business Instagram Page	: www.instagram.com/thebloom.case	
Marketplace	: None	Business Website	:	
Business Related to Your Study Field	: Yes	Type Of Website	:	
		Experience in International Export	: No	