

HAZIQAHA_WAWACOSMETICS

BUSINESS: COSMETICS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME:	BUSINESS ADMINISTRATION (BA242)
SEMESTER:	4
PROJECT TITLE:	WRITTEN REPORT ON SOCIAL MEDIA PORTFOLIO
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CLASS:	BA2424D

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Executive summary

This written report is about social media portfolio on Facebook page that created by me for marketing purpose to do promoting for my product. The main purpose to do this written report on social media portfolio is to show all the copy writing on the social media in promoting my product by using Facebook page platform. In this written report also will be stated about my background business and my other business profile that I do for this assignment.

Furthermore, there are four types of posting that I will show in this report which is teaser, hard sell, soft sell, and frequency posting for my product. This social media portfolio is more detail in describing my business profile such as product description and product price.

As a student, I join Wawa Cosmetics team as agent to sell and promote Wawa's product to customer. Usually, I will get the information of the product from my team leader and from that information I will spread about the product to customers and do sales. After I get order from customer, I will notify my leader to proceed the order and delivery to customer. From the sale that I did I will get my commission.

From the business name "Haziqah_wawacosmetics" is combination of my name and Wawa cosmetics. This is because in there are many people join to be Wawa Cosmetics team so by using my own name, it will be easier for people recognize me. Therefore, in this written report I will shows more detail about my copy writing in promoting the product.

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1. Business registration


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PERSONAL PROFILE

BUSINESS PROFILE



Siti Nur Haziqah Binti Shawalludin

Company Name	:	Wawa Cosmetics	Company Registration No.	:		Edit
Type Of Business	:	Sdn. Bhd	Business Role	:	Agent	
Facebook Page	:	Haziqah_WawaCosmetics	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Health & Beauty	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	Others	Business Website	:	https://web.facebook.com/Hzqshwl	
Business Related to Your Study Field	:		Type Of Website	:		
			Experience in International Export	:		