



SOCIAL MEDIA PORTFOLIO

NIA CHIQUE STORE

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): CASE STUDY
FACULTY & PROGRAMME : **FACULTY OF BUSINESS AND
MANAGEMENT (BA242)**
SEMESTER : **4**
PROJECT TITLE : **SOCIAL MEDIA PORTFOLIO**
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GROUP : **BA2424D**
LECTUTER : **DR. SYUKRINA ALINI BINTI MAT ALI**

ACKNOWLEDGEMENT

Bismillahirrahmanirahim, Assalamualaikum,

In here, I would like to say thank you to my lecturer, Dr Syukrina Alini Binti Mat Ali for giving me the opportunity to do this assignment and guided me on how complete this assignment from the start until the end. She was very helpful towards her students when they were asking questions regarding this assignment.

Also, many thanks to my friends who helped me to understand this assignment better and supported me until I am done with this case study. Without them I may not completed this assignment on time. Not to forget, my family who gave their endless support for me to complete this assignment. Lastly, I would like to say thank you to the people who helped in liking my Facebook page even though we might be strangers.

EXECUTIVE SUMMARY

Nia Chique Store is a business that sells handbags that are currently in trend right now. This business sells handbags in many designs and styles that is very attractive for women to wear. Nia Chique Store used a social media platform to promote the business. Which is Facebook. Besides that, the price range for the handbags are not more than RM20.00. This is because I want to make it accessible for everyone to buy the handbags.

Furthermore, Nia Chique Store is focusing in providing the cheapest and achievable stylish handbag for women. Other than providing the cheapest prices, this business also provides handbags that is made with a high-quality material. Even though the supplier is from Shopee, I will always make sure the quality of the material made before selling it.

In further discussion, I will discuss and show some of the information about my business. I will also show my business profile and Facebook page that has more than 200 likes and follows. Which is very impressive, and I never thought I could have achieved that. In addition, you will see my creativity way of attracting buyers through my posting on Nia Chique Store Facebook page.

Lastly, through completing this assignment, I have gained a lot of knowledges and lessons that are very useful to be use in future if I want to make this business to be real. Some of the knowledges I have gained are how to create a Facebook page and to differentiate between hard sell and soft sell. Additionally, this assignment also taught me how to be discipline in reaching the amount of posting needed.

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PERSONAL PROFILE BUSINESS PROFILE


Nur Farahanania

Personal Information Edit

Name	: Nur Farahanania	Phone/Mobile	: 0192998748
New Identity Card No.	: 980326145928	Home Address	: NO 53. JALAN HIJAU 1/2
Email Address	: frhananiaa@gmail.com	District	: Gombak
City	: Rawang	Postcode	: 48020
State	: Selangor	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

Institution Information Add New

UiTM Puncak Alam - PRINCIPLE OF ENTREPRENEURSHIP-BA2424D OKT 2020

Type of Institution	: IHL	Institution List	: Universiti Teknologi
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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
District of Institution	: Kuala Selangor	Postcode	: 42300
Level of Study	: Bachelor Degree	Study Status	: Full time Edit Delete
Course Name	: PRINCIPLE OF ENTREPRENEURSHIP-BA2424D OKT 2020	Class Name	: BA2424D-OKT 2020
Subject Name	: PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 10	Lecturer Name	: Syukrina Alini Binti Mat Ali
		Year Of Internship Enrollment	:
		Period of Internship Training	:

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ENTREPRENEURSHIP		Year Of Internship Enrollment	:
P		Period of Internship Training	:
Month Enrolling the Subject	: 10	Expected Month To Complete Study	: 3
Internship Enrollment	: No		
Month of Internship Enrollment	:		
Expected Year To Complete Study	: 2022		
Related To Study Field	: Yes		

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