



اَوْنَبُوْ رَسِيْئَتِيْ تَيَكْنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

OKAYA

OKAYA

SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME	: FACULTY OF BUSINESS AND MANAGEMENT BACHELOR IN OFFICE SYSTEMS MANAGEMENT(BA232)
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EXECUTIVE SUMMARY

Facebook Page is designed to help our business. We can use it to develop the digital shopfront, grow our audience and learn more about our customers. There are many types of posting in the Facebook such as hard sell, soft sell, teaser and frequency posting. For the hard sell, it must follow the technique AIDCA while the soft sell, it must follow as a story telling to our customer in Facebook page. On this assignment social media, I choose to do the business by Okaya product. It is because Okaya have their own brand which is the brand is very strong and get a good feedback. Okaya is founded by Mrs Nur Akma. Okaya is a local brand which are many types of product cosmetic they sell. Product of Okaya very popular among people in Malaysia especially makeup artist such as Mua Bella. Product from Okaya such as Okaya Lipmatte, Okaya Eyeshadow Palette and Okaya Mascara have a good quality product. All the ingredient is safe and the founder very take care of the cleanliness. Customers like to buy Okaya's product because of the affordable price and the highest quality same as other product in oversea. All the product from Okaya easily to get from their stockist, agent and dropship.

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BODY OF THE REPORT

1.0 Go-Ecommerce registration

app.go-e-commerce.my/profile

Go-eCommerce

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE

FATIN HUSNA BINTI MOHAMAD MOGUNI

Personal Information

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City	:	BAGAN SERAI	Postcode	:	34300	
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Personal Facebook	:	Fatin Husna	Race	:	Malay	
Gender	:	Female	Special Need Required	:	No	
Marital Status	:	Single				

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Course Name	:	SYUKRINA-ENT630-BA2323B- OKT2020	Class Name	:	BA2323B	
Subject Name	:	PRINCIPLE OF ENTREPRENEURSHIP	Year Enrolling the subject	:	2020	
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