



اَوَّلُ سَبِيْقٍ يَكُوْنُ لِمَنْ اَمَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

HAZ'S HOODIES



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY OF BUSINESS MANAGEMENT (BA233)
SEMESTER : 3 (2020/2021)
NAME : MOHAMED HAZLY BIN MOHAMED ROZALI
GROUP : BA2333A
LECTURER : NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

First and foremost, all praise to Allah SWT, for providing me with the comfort and guidance to enable me to complete this assignment.

In performing this portfolio for my social media page, I had to acquire help and guideline of some respected persons, who deserve my greatest gratitude. The completion of this assignment gives me much pleasure. I would like to show my gratitude to Madam Norfazlina Binti Ghazali, University of Technology Mara for providing me a good guideline for this assignment throughout numerous consultations. Deepest thanks and appreciation to my family, and friends for their warm support and countless encouragement during these tough times. Finally, thanks go to all the people who have supported directly or indirectly towards completing this social media portfolio.

TABLE OF CONTENT

	PAGE
TITLE PAGE	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENT	iii
LIST OF FIGURES	iii
LIST OF TABLES	iii
EXECUTIVE SUMMARY	iv
1.0 GO-ECOMMERCE REGISTRATION	1
2.0 INTRODUCTION TO BUSINESS	
2.1 Business Information	2
2.2 Organizational Structure	4
2.3 Mission and Vision statement	4
2.4 Description of Products/Services	5
2.5 Price List	6
3.0 FACEBOOK (FB)	
3.1 Creating Facebook (FB) page	7
3.2 Facebook (FB) post – Teaser	10
3.3 Facebook (FB) post – Copywriting (Hard sell)	17
3.4 Facebook (FB) post – Copywriting (Soft sell)	37
3.5 Graphics for Marketing	55
4.0 CONCLUSION	65

LIST OF FIGURES

Figure 1.1: Logo for business	2
Figure 3.1: Facebook Page	8
Figure 3.2: Facebook Page's About Section	9

LIST OF TABLES

Table 2.1: Business Information	3
Table 2.2: Price List #1	6
Table 2.3: Price List #2	7

EXECUTIVE SUMMARY

Haz's Hoodies is a brand name and a trade name of our hoodies store. The main objective that is to achieve for the business is to offer the highest quality hoodies at an affordable prices, better price, and quality than other retailers.

Our business began on Facebook on November 1st, humbly beginning with one collection and steadily adding more from our business journey. The highest quality and the competitive prices of this commodity are well known to many. This product therefore offers a clear analysis of our customers' continued purchases.

Since commencement, Haz's Hoodies has made over 20 sales and the numbers are expecting to grow the end of the year through Year End sale. Increasing demands for our product results into a good profitable sale revenue to our business project. By the end of year, we now have three collections made for our customers and also hoodie enthusiasts.

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Haz's Hoodies is a business name that had been decided based on the main product, which are hoodies. The name of the business implies that all the products are prepared and sold by Haz. Our business motto is "Comfortable. Affordable. Bring colours to your everyday lifestyle", which show that our hoodies will guarantee comfort, available and accessible to all while providing wide arrange of choices. The target market for Haz's Hoodies are teenagers and adolescents between the age of 16 to 30 years old.

The logo used for the business is a tilted letter "H" with an imagery of a cut in the middle. The logo was just simply to symbolize two letter H in Haz's Hoodies.



Figure 1.1: Logo for business