



اُنْبُوْرَسِيْقِيْ تِيْكُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## **PRINCIPLE OF ENTREPRENEURSHIP (ENT 530)**

SOCIAL MEDIA REPORT (FACEBOOK PAGE)

PREPARED FOR:

MADAM NORFAZLINA BINTI GHAZALI

PREPARED BY:

FACULTY	FACULTY OF ACCOUNTANCY
PROGRAMME	BACHELOR IN ACCOUNTANCY (hons.)
SEMESTER	4
NAME	NURUL SYAZWANI BINTI MOHD JIK
STUDENT ID	2020960673
GROUP	AC220B4E

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## ACKNOWLEDGEMENT

First of all, I feel so grateful to accomplish the Social Media Portfolio as one of the assignment of Principles of Entrepreneurship (ENT530). I want to thank to Madam Norfazlina Binti Ghazali because giving me this opportunity to finish this assignment. I also want to thank to my parents because give the supports mentally and physically to me especially in doing this assignment. It is the big responsibility for me to accomplish this assignment.

I got to know many things on how to sell the product using social media such as Facebook and the most important thing that I learnt is on how to make a copywriting in doing this assignment. I have realize that it is not easy for us to start a business without a physical shop, but by using the Facebook page, it is actually help us to reach our customers. So that, having a Facebook page as a platform to sell our products are very helpful for the entrepreneurs to start their business.

I also very thankful to my friends and classmates and also my lecturer as they help me a lot in doing and finish this assignment. I did not have too much word to say because it already stated in the early sentences.

To sum up this acknowledgment, this assignment gives us a lot of benefits and knowledge especially about how to make a copywriting in social media that will be one of the way for us to market our product. Thus, it can help us to reach our customers. Thank you

## **EXECUTIVE SUMMARY**

Keknisscarves which owned by Nur Anis Nafisah Binti Zahari and this is the new brand that selling the hijabs for women. This type of business is a sole proprietorship. This business is started to operate in March 2020.

Since, Keknisscarves is a new brand and started her business in early 2020, so this business consist only one agent, which is Nurul Syazwani Binti Mohd Jik. The function of this agent is to perform the duties such as, marketing, handle the order and also packaging for this product as well.

When I see Keknisscarves is finding for its agent, then I decided to join as I am really interested to start selling the product even as an agent. Personally, before Keknisscarves is open for an agent, I already purchase its product and I realized that her product or brand provide the high quality of hijab at the affordable prices. The material that use for this product is at the best quality which is, it is easy to shape and when the person is wearing this brand, she will not feel like hot and the colours of this hijab is very beautiful.

Next, I decided to become an agent as I can see that not everyone in real life, such as students that did not have so much money to buy the branded hijab. All of the collection of Keknisscarves such as Ombra Shawl and Eyelash Cotton Shawl did not reach RM 20. So that, I think the price is affordable for everyone to buy and wear. It is suitable for everyone to wear regardless of their ages as this kind of shawl did not only focus for the teenagers and youngsters but also can be wear by our mom as well. So that, my customers have their own choice whether to buy it for themselves or as a gift to other people.

Lastly, I have uploaded the collection of Ombra Shawl and Eyelash Cotton Shawl on my Facebook page. I also have posted the teasers, hard sell and soft sell on my Facebook page. I also use the technique of AIDCA in doing my copywriting.

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# 1.0 GO – ECOMMERCE REGISTRATION

HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

PERSONAL PROFILE
BUSINESS PROFILE

NURUL SYAZWANI BINTI MOHD JIK

**Personal Information**

Name	: NURUL SYAZWANI BINTI MOHD JIK	Phone/Mobile	: 0199409135	<a href="#" style="color: red; font-weight: bold;">Edit</a>
New Identity Card No.	: 990510115218	Home Address	: 1132 KAMPUNG PULAU MANIS, JALAN TELEMONG	
Email Address	: nsyazwani389@gmail.com	District	: KUALA TERENGGANU	
City	: KUALA TERENGGANU	Postcode	: 21210	
State	: Terengganu	Personal Instagram	: null	
Personal Facebook		Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

HOME
MY PROFILE
MY BUSINESS
MY LEARNING
MY NOTIFICATIONS
MORE

UITM Puncak Alam - NFG ENT530 AC220B4E

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
Course Name	: NFG ENT530 AC220B4E	Class Name	: AC220B4E
Subject Name	: Principles of Entrepreneurship: AC220B4E	Year Enrolling the subject	: 2020
Month Enrolling the Subject	: 9	Lecturer Name	: Norfazlina Ghazali
Internship Enrollment	: No	Year Of Internship Enrollment	
Month of Internship Enrollment		Period of Internship Training	
Expected Year To Complete Study	: 2023	Expected Month To Complete Study	: 12

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