



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا
UNIVERSITI
TEKNOLOGI
MARA



ART'S POP STATIONARY SHOP

PRINCIPAL OF ENTERPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

FACULTY & PROGRAMME : FACULTY OF ACCOUNTANCY AND BACHELOR OF ACCOUNTANCY (AC220)

SEMESTER : 4

NAME : NURUL ATIQA H BINTI KUSWANDI

GROUP : AC220B4E

LECTURER : PUAN NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious and The Most Merciful. Alhamdulillah, all praises to Allah S.W.T for His blessings and strength for me in completing this social media portfolio. For these few months and weeks, I have tried my best to complete this task on time. This success would not have been possible without the valuable guidance, help, and contribution of several people during the preparation and completion stages of this portfolio.

First and foremost, my gratitude goes to my ENT530 lecturer, Puan Norfazlina Binti Ghazali for her guidance, advice, encouragement, and support in the progress to complete the task, from start until the end. With her guidance, I able to gain some knowledge and improving some of my writing skills.

Besides that, I would like to thank all my classmates and UiTMs' students as well for supporting me throughout the process of making this portfolio. They also have given me a lot of advice and wisdom to go through this task in the midst of this pandemic.

On top of that, a token of appreciation I would like to give to my family who always understands my situation especially on Online Distance Learning (ODL). Without their understanding and moral support, I might not be able to complete this task successfully.

Lastly, thank you to all who have to help and contribute their idea and motivate me in the process of completing this task. May Allah bless all of them. I hope this portfolio is to meet all the requirements and will become beneficial for everyone.

Thank you.

EXECUTIVE SUMMARY

This business is registered under my name NURUL ATIQAH BINTI KUSWANDI and it was started operated on 3rd December 2020. This type of business is the sole proprietorship. My business type sales are I am as the owner of Art's Pop Stationery has sold the stationeries.

As the beginning of my business, I started by selling the stationeries that in the range of bullet journal categories such as marker, washi tapes and also the product that can be used for daily routines such as sticky notes, memo sheets and timer.

On top of that, the reasons I'm choosing to sell stationery is because I have seen nowadays, a bullet journal has seemed to be a trend by the younger generation. A bullet journal is a method of personal organisation developed by designer Ryder Carroll. The system is organised scheduling, reminders, to-do lists, brainstorming and other organisational tasks in a notebook. As a journal may be something quite expensive or limiting someone ideas for writing, they might prefer to have their design of journal with affordable price. All the stationeries that I sell is cheaper compare to other competitors either in an offline or online platform.

Besides that, due to pandemic Coronavirus Disease (CoVid 19), I have determined to proceed with my intention to sell the stationery because staying at home for a longer period is a new norm for everyone and some of them might think on how to be productive by staying at home. Online learning distancing (ODL) and work from home (WFH) maybe something hard in the beginning. They may feel easily distracted by the household or demotivated due to an uncomfortable environment. Therefore, the stationeries that I sell could uplift their mood as the design of stationery come with calm design and pastel in colour. Not to forget, they also can manage and plan their time wisely by using the timer available in Art's Pop Stationery. Therefore, I'm hoping that by selling my products to them, it will able to help them in living for more productive day by day.

Lastly, I have posted teasers, soft-sell and hard-sell as my marketing techniques. I also have included AIDA selling concept and graphics as the summary of the copywriting.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	I
EXECUTIVE SUMMARY	II
TABLE OF CONTENTS	III
1.0 GO COMMERCE REGISTRATION	1
1.1 eCommerce Registration.....	1
1.2 eCommerce Certificate	2
2.0 INTRODUCTION OF BUSINESS	3
2.1 BUSINESS BACKGROUND.....	3
2.2 ORGANIZATIONAL CHART	4
2.3 MISSION AND VISION	5
2.4 DESCRIPTION OF PRODUCTS.....	6
2.5 PRICE LIST	8
3.0 FACEBOOK	9
3.1 CREATING FACEBOOK (FB) PAGE.....	9
3.2 COSTUMING URL FACEBOOK (FB) PAGE	9
3.3 FACEBOOK (FB) POST – TEASER.....	10
3.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)	15
3.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL).....	28
4.0 CONCLUSION	42
DECLARATION FORM	43


1.0 GO COMMERCE REGISTRATION

1.1 eCommerce Registration

Go-eCommerce
BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE BUSINESS PROFILE



NURUL ATIQAH BINTI KUSWANDI

Personal Information

Name	: NURULATIQAH BINTI KUSWANDI	Phone/Mobile	: 0176467470	Edit
New Identity Card No.	: 990108016772	Home Address	: Lot 5182,	
Email Address	: atiqahkuswandi01@gmail.com	District	: Batu Pahat	
City	: Yong Peng	Postcode	: 83710	
State	: Johor	Personal Instagram	: -	
Personal Facebook	: -	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

Institution Information

[Add New](#)

UiTM Puncak Alam - NFG ENT530 AC220B4E

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor		