



# SOCIAL MEDIA PORTFOLIO

CARMELA BEAUTY

## PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

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## **EXECUTIVE SUMMARY**

Principals of Entrepreneurship subject had been enrolled for the most of UiTM students in order to teach them the basic knowledge and steps of becoming an entrepreneur. Through this subject, students must find a product to sell and apply all the steps had been taught. From this portfolio, the purpose is to analyze the marketing strategy through copywriting that had been used in social media. This is because nowadays there are so many people often use social media applications with the help of internet to connect with other people. Literally, people can do online business by using social media. Through this individual project, the business that I had done is selling the health and beauty products from Carmela Beauty.

In addition, I had used Facebook as my social media to run the business. This portfolio shows that how I managed, promoting and advertise the products. Facebook was chosen rather than other social media because all ranges of ages do have Facebook account. Moreover, it also a good platform to deliver the messages of products to customers and it is easy to interact with people too. Facebook also easy-to-use and make me easier to posts all of copywriting whether teasers, hard sell and soft sell.

Using Facebook, people can create pages for their business rather than using own profile. The guideline of managing pages is available to make it easy to understand how it works. The interesting part is we can easily analyze all the contents in Facebook pages to track our marketing.

# TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT</b> .....	1
<b>EXECUTIVE SUMMARY</b> .....	2
<b>1.0 GO-ECOMMERCE REGISTRATION</b> .....	4
<b>1.1 E-CERTIFICATE</b> .....	5
<b>2.0 INTRODUCTION OF BUSINESS</b> .....	6
<b>2.1 NAME AND ADDRESS OF BUSINESS</b> .....	7
<b>2.2 ORGANIZATIONAL CHART</b> .....	8
<b>2.3 VISION AND MISSION</b> .....	9
<b>2.4 DESCRIPTION OF PRODUCT</b> .....	10
<b>2.5 PRICELIST</b> .....	13
<b>3.0 FACEBOOK PAGE</b> .....	14
<b>3.1 FACEBOOK (FB) POST – TEASER</b> .....	15
<b>3.2 FACEBOOK (FB) POST – COPYWRITING (Hard sell)</b> .....	19
<b>3.3 FACEBOOK (FB) POST – COPYWRITING (Soft sell)</b> .....	28
<b>4.0 CONCLUSION</b> .....	36

## **2.0 INTRODUCTION OF BUSINESS**

Carmela SDN BHD is a newly registered Bumiputera company and is involved in the business of selling cosmetics and health products. Carmela SDN BHD manufactures CARMELA branded products which are in high demand in the local and foreign markets.

Company CARMELA was opened by Madam Norain Ateya binti Mansor in 2016 and the first product released was Carmela Whitening Soap (60gram). About 100,000 units of soap were sold in the first year.

In 2018, Founder has released a new product called Carmela Bubble Remover (100ml) and received a warm response from the public. People were so satisfied with Bubble Remover because of the unique soft silicon brush and very easy to wash makeup while refreshing the face.

In 2019, Mini Carmela Whitening Soap (30gram) was released at the request of people who are new to trying soap. With the hope that after using the Mini Carmela, people will repeat the order for the big soap. The large Carmela Whitening Soap has been upgraded to 100gram as well as a new packaging and formula that is more effective than before.

In 2020, Founder has released a new product called Carmela Moisturizer that very special for all ages. Created from ingredients such as bird's nest extract, pearl extract, calendula oil and jejoba oil. Moisturizer is special for people with severe skin problems.

So far there are 4 products released by CARMELA BEAUTY.