



اَوْنُوْرَسِيْتِيْ تِيْكَوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

INDIVIDUAL ASSIGNMENT – SOCIAL MEDIA PORTFOLIO



BEADS'N CRAFTS

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

Beads'n Crafts is an online business that sell handmade beaded accessories with variety of designs to choose from. The beaded accessories include necklace, ring, bracelet, beaded chain for masks and glasses. Moreover, Beads'n Crafts also offer custom orders from customers if they want to customize their beaded accessories according to their preferred designs by sending me a picture as references so that I can re-create it. Also, Beads'n Crafts do offer a surprise box and customize birthday card if the customers want to send it as a gift to someone specials.

Next, I managed my small business all by myself since the making process of the beaded accessories is easy and do not require much time to complete. I managed everything at home by myself and sometimes with the help of my family members. As for the price, I offer affordable price ranging from RM2.00 to RM15.00 only with high-quality of beads. I ensure the quality of the products to create customers satisfaction and able to repeat purchase from my business. There are two options customers can receive the products which is by postage or pick up at my house located at Kajang if they lived nearby.

The first steps before I run an online business is, I registered the Go-eCommerce first. After that, my business began to run on earlier of December 2020. Customers can follow Beads'n Crafts Facebook page to choose the design of the beaded accessories and contact me through WhatsApp to order. By creating Facebook Page, it is easier for me to introduce my business to many people since people nowadays mostly has Facebook account. The strategy that I made is by posting a teaser on Facebook post before I actually introduce the products that Beads'n Crafts offer. The next steps are by posting hard sell and soft sell in regards of my business offering to attract more customers.

In a nutshell, I hope that my business with be more successful in the future and many people with recognize my business and choose Beads'n Crafts as their preferred place to shop for beaded accessories. I hope that I will continue receive positive feedback from my customers.

TABLE OF CONTENTS

1.0 GO-ECOMMERCE REGISTRATION	5
2.0 INTRODUCTION OF BUSINESS.....	6
2.1 NAME AND ADDRESS OF BUSINESS.....	6
2.2 ORGANIZATIONAL CHART.....	7
2.3 MISSION AND VISSION	7
2.4 DESCRIPTION OF PRODUCTS OR SERVICES	8
2.5 PRICE LIST.....	9
3.0 FACEBOOK (FB).....	10
3.1 CREATING FB PAGE.....	10
3.2 CUSTOMING URL	11
3.3 TEASER POST	12
3.4 FACEBOOK (FB) POST – COPYWRITING (HARD SELL).....	14
3.5 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)	19
4.0 CONCLUSION	23

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



Figure 2: Business Logo

Beads'n Crafts is a handmade beaded accessories business managed by myself, Nur Ain Izzatie binti Abdullah. The reason why I chose Beads'n Crafts as my business name is because all the products were made from different types of colorful beads and I decided to put "crafts" since the making process involving skill in making the products by hand or another word is handmade. Making beaded accessories has become my new hobby and I decided to open a small business by selling it.

I began this business on early of December 2020. The making process of beaded accessories does not requires any machinery or many workforces since it was fully handmade. That is why this kind of business allow me to work from home. I handle this business all by myself because it was easy to make and can complete within a short time. Besides, people can obtain our products online at our Facebook Page and we posted the order items to their address. They can also pick up at my home address located at 17, Jalan Bukit Mewah 61, Taman Bukit Mewah, 43000 Kajang Selangor if they lived nearby. As for now, I choose my home as starting point to open my small business.



Figure 3: Business Address