



اَوْنُوْ رَسِيْتِيْ بَاتِيْ كُونُوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO:

EMBROIDERY STITCH CO.

PRINCIPLES OF ENTREPRENEURSHIP (ENT530): SOCIAL MEDIA PORTFOLIO

FACULTY: FACULTY OF BUSINESS AND MANAGEMENT

PROGRAMMES: BACHELOR OF BUSINESS AND ADMINISTRATION FINANCE

SEMESTER: SEMESTER 4

NAME: NUR ATHIRAH BINTI MOHD ZAIN

MATRIC NUMBER: 2019361273

CLASS: BA242 4B

LECTURER: MADAM NORLIZA BINTI SAIFUL BAHRY

AKNOWLEDGEMENT

Firstly, Alhamdulillah and thanks to Allah for his showers and blessings in completing my Social Media Portfolio successfully.

I would like to express my deep and sincere gratitude to Madam Norliza Binti Saiful Bahry, lecturer of Principles of Entrepreneurship (ENT530), University Teknologi Mara (UiTM) Selangor for guide and providing instructions throughout this social media portfolio. She also assists me and answers all my inquiries regarding this social media portfolio such as about how to do the teaser, soft sell and hard sell. It was an honor to learn under her guidance.

I am extremely grateful to my parents and siblings for contributing supporting me in this social media portfolio. I also would like to say thanks to my friends for helping, supporting me and shares an idea with each other in doing social media portfolio.

Lastly, my thanks to all the people who have continually supported me to complete my social media portfolio.

EXECUTIVE SUMMARY

In this social media portfolio, I have opened a small business namely Embroidery Stitch co. Before starting my business, I also need to register in Go-ecommerce system to get access to the online module by MDEC

In view of this social media portfolio, students need to utilize Facebook for marketing purposes. I have created a Facebook page and opened a business. Through Facebook, I also have customized my business profile and create an URL of my Facebook page to make it easier for people to click on the link and will directly go on my Facebook page.

Besides that, I have posted the seven teasers on the Facebook page. A teaser, also known as a pre-launch campaign is used for advertising to get consumers excited about a product. Through teasers, I have released information little by little about my product on Facebook posts to surprise the audience before the official launch.

Furthermore, I have created copywriting posts, known as Hard Sell and Soft Sell. Hard sell and soft sell are sales techniques to promote and sales the product to customers. On my Facebook page, I have post 16 hard sell and 16 soft sell. Though hard sell and soft sell, I have promoted my product to attract customers and reach them to visit my Facebook page.

TABLE OF CONTENTS

AKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
1.0 GO-ECOMMERCE REGISTRATION	5
2.0 INTRODUCTION OF BUSINESS	6
2.1 Organizations Chart.....	7
2.2 Mission and Vision.....	7
2.3 Descriptions of products.....	8
2.4 Price List	10
3.0 FACEBOOK (FB)	14
3.1 Facebook (FB) Page	14
3.2 Facebook (FB) Post – Teaser	15
3.3 Facebook (Fb) Post – Copywriting (Hard Sell)	17
3.4 Facebook (Fb) Post – Copywriting (Soft Sell).....	23
4.0 CONCLUSION.....	29

2.0 INTRODUCTION OF BUSINESS

In this social media portfolio, I have created a Facebook page and opened a small business namely Embroidery Stitch co.



Figure 2: Embroidery Stitch co. logo

Embroidery Stitch co is established in November 2020 and located at Taman Tun Teja, Rawang, Selangor, Malaysia. Embroidery Stitch co. sell various types of handmade crafts for decoration and gift. With creativity, Embroidery Stitch co. have created handmade embroidery with a variety of patterns, types, and designs that will attract customer to visit the shop in Facebook page and buy our product.

Embroidery Stitch co. sell high quality 100% handmade embroidery readymade to meet customer needs and satisfaction. We believe that customers want a new decoration for their house that looks exclusive and luxurious, thus we make into this handcraft industry.

Embroidery Stitch co. open every day Monday to Sunday and operates 24hours. Handmade embroidery suitable for those who want to decorates their house and as a gift to the loved ones.