



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 530

PRINCIPLE OF ENTREPRENUERSHIP



**“SOCIAL MEDIA PORTFOLIO”**

**PREPARED BY:**

NURUL AIRAH BINTI ROSLY	2019461382	BA2404B
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**PREPARED FOR:**

NORLIZA SAIFUL BAHRY

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## **EXECUTIVE SUMMARY**

In this semester and as a student in UITM Puncak Alam everyone in Entrepreneurship subject have to choose to sell through online. No matter the product is their own product or maybe as a dropship or agent from other brand. For this report, the purpose is to see how students' creativity delivered their product through online.

Facebook is a platform that has been chosen for us as a student to promote our product for this report. Facebook is one of the best social media platforms. The population of people using Facebook is also high which is more than one billion people that are active on using Facebook. In Malaysia also there are many people using this social media as a platform for them to start a business because on Facebook all range of ages used nowadays.

In terms of selling a product through social media platform. There are two ways to promote our product which is by soft sells and hard sells. One of the good brands must provide a teaser when they want to introduce new product.

Facebook also has a lot of functions that help a business to grow better. One of the benefits of Facebook is it has an advertising which is called as Facebook ads to boost the business wider and not only can focus in Malaysia but also can focus worldwide. As a user or a business they can choose who is their target market to boost their product. Their target market also can be chosen by age, area and also gender. So that a business will save their money to focus only on who is suitable for their product such as skincare can focus on women and adults.

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## **INTRODUCTION OF BUSINESS**

### **NAME AND ADDRESS OF BUSINESS**



### **Business Logo**

The reason of the Bossybeauties is because we know that nowadays, there is a lot of women out there that succeed in their life either success in study, in working or maybe in their own business. So that is the reason for 'Bossy'. For 'Beauties' is because we offer a skincare for our customer and we also know everyone loves beauty. When we are beautiful, we will be more confident to ourselves and to facing with other people.



Bossybeauties is located at NO. 3 Jalan Pantai Batu Buruk Kuala Terengganu. The location is very strategic for anyone who wants to walk in since the location of our business is in the middle of the city but during MCO all of our business is more focused on online.