

ENT 530

PRINCIPLE OF ENTREPRENUERSHIP



"SOCIAL MEDIA PORTFOLIO"

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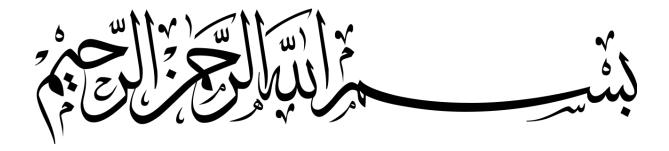
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ACKNOWLEDGEMENT



Alhamdulillah and thanks to Allah SWT because of His Mighty and His utmost blessing, I finally able to finish this Individual assignment of case study for Principles Entrepreneurship (ENT530) subject within the time given.

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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 sells 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 to delivered their product through online.

Facebook is a platform that has been choose for us as a student to promote our product for this report. Facebook is one of the best social media platform. The population of people using Facebook 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 term of sell a product through social media platform. There is two way 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 function that helps a business to grow better. One of the benefits of Facebook is it has an advertising which called as Facebook ads to boost the business wider and not only can focus in Malaysia but also can focus to the 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 choose by age, area and also gender. So that a business will save their money to focus only who is suitable for their product such as skincare can be focus on women and adult.

TABLE OF CONTENT

PAGE COVER	.1
ACKNOWLEDGEMENT	.2
EXECUTIVE SUMMARY	3
TABLE OF CONTENT	4
E-COMMERCE REGISTRATION	.5
INTRODUCTION OF BUSINESS	6
Name and Address of Business	
Organizational Chart	
Mission and Vision	
Price list	
FACEBOOK	12
Creating Facebook Page	
Customing URL Facebook Page	
Facebook Post- Teaser	
Facebook Post- Copywriting (HARD SELLS)	
Facebook Post- Copywriting (SOFT SELLS)	
Frequency of Posting	
CONCLUSION	33
APPENDICES	34
STUDENT DECLARATION FORM	25

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 outsides that success 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 love beauty. When we are beautiful, we will be more confidence to ourself 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 want to walk in since the location of our business is in the middle of city but during MCO all of our business is more focus on online.