



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

Social Media Portfolio



"A fashionably elegant and sophisticated necklace shop"

NAME: SITI AFIQA BINTI JALIL@ALI

STUDENT ID: 2019602684

GROUP: BA240 4B

PROGRAMME: BA240 – BACHELOR OF BUSINESS
ADMINISTRATION (HONS.)
MARKETING

LECTURER'S NAME: MADAM NORLIZA BINTI SAIFUL
BAHRY

ACKNOWLEDGEMENT

First of all, I would like to express my gratitude to Allah s.w.t for His blessings and inculcation of the motivation and knowledge necessary to complete this assignment. I wish to express my sincere grace to MADAM NORLIZA BINTI SAIFUL BAHRY who is a very warm-hearted, easy to communicate with and a lecturer for Principles of Entrepreneurship (ENT530) subject in Universiti Teknologi MARA for providing me some knowledge and guiding me to do an individual assignment in Social Media Portfolio.

Not to mention, her dedication in delivering lessons albeit the current shortcomings of the Restricted Movement Control Order. It is a pleasure to learn and to acknowledge the set of pieces of creative work intended to demonstrate a person's ability to do and promote a business through social media platform.

Furthermore, I sincerely thank my classmates from group BA240 4B for exchanging and sharing information during the period of this portfolio. I also wish to express my thankfulness to them for their guidance, and encouragement in completing this assignment. Their recommendations have made this Portfolio a success. Last but not least, to all the individuals I have mentioned, I really am thankful for them because of their help in many ways, I have accomplished this Social Media Portfolio within the time provided. Thank you very much!

EXECUTIVE SUMMARY

Le Sautoir is a start-up business that sells variety of necklaces. Hence, it is under product and services. Le Sautoir is a sole proprietorship business form and operating as a small business. The business utilizes Facebook page to connect with people and establish its presence. Le Sautoir started the business around October 2020, it then gained engagements with more people on Facebook. The concept of the business is to provide specialty products to the customers who are into accessories especially necklaces. It sells necklaces taken from supplier in a limited number of stocks. The items chosen are based on the quality, comfortable to those who wear it and most importantly is trendy necklaces. In addition, Le Sautoir's mission is to exceed customer's satisfaction and provide necklaces that are contemporary, fashionable and elegant to wear. Whereas its vision is to add sparkle and confidence in people's everyday life. For the product price, it is best to say that the necklaces are reasonable and not to mention affordable. The target market is focused on mainly female of all ages who have strong interest in fashion. As for the market potential location, it is based in Shah Alam, Selangor. However, the business is expected to grow as it mainly implement the social media platform to engage with more audience throughout Malaysia.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENTS	iv
1.0 GO-ECOMMERCE REGISTRATION	1
2.0 INTRODUCTION OF BUSINESS	2
2.1 Name and Address of Business	2
2.1 Organizational Chart.....	3
2.2 Mission and Vision	4
2.3 Product Descriptions.....	5
2.4 Price List	8
3.0 FACEBOOK (FB).....	10
3.1 Facebook (FB) Page	10
3.2 URL Facebook (FB) Page	10
3.3 Facebook (FB) post – 7 Teasers	12
3.4 Facebook (FB) post – Copywriting (Hard Sell)	15
3.5 Facebook (FB) post – Copywriting (Soft Sell).....	20
3.6 Graphics	25
4.0 CONCLUSION	30

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business



The name of “Le Sautoir” means “The Necklace” in French. The name was based on the product offered by the business itself which are necklaces. The colour theme of this business is mainly pink and pastel colours. The products offered by Le Sautoir are modern contemporary necklaces. As for the target market, the business aimed to sell the products to mostly female. In addition, Le Sautoir appeals mainly to all ages.

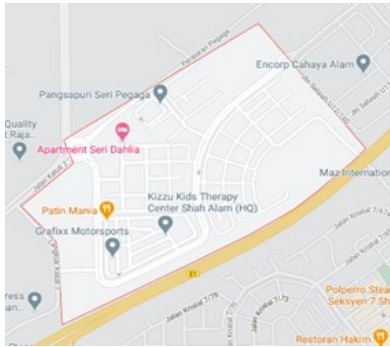
Description	Details
Name of Business	Le Sautoir
Business Address	Lot 39, Jalan Pegaga U12/9C, Desa Alam. 40170, Shah Alam, Selangor. 
Telephone Number	019-786-3797
Social Media Page	Facebook (FB) page: https://www.facebook.com/Le.Sautoirr
Form of Business	Sole Proprietorship
Date of Commencement	13.10.2020
Date of Registration	13.11.2020
Business Registration Number	2019602684-U
Name of Bank	Maybank
Bank Account Number	164838132378

Table 1 Le Sautoir Business Information