



اُونِيُوَرَسِيْتِي بَاتِيكُونُو لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO



FACULTY & PROGRAMME	BA240
SEMESTER	4
NAME	MUHAMMAD ALIFF AHMAD ZA'IM
GROUP	BA2404B
LECTURER	MADAM NORLIZA BINTI SAIFUL BAHRI

## **ACKNOWLEDGEMENT**

In preparation of this individual assignment, I've got a lot of help and guidance from some respected person who deserve my deepest gratitude. First of all, I was so grateful towards Allah who has ease my work in completing this assignment with a helpful people around me and also good health for me in order to accomplish this assignment in a given time.

For the very importance person that have help me a lot in order to gain this very best result of my assignment. I would like to show my gratitude to Madam Norliza Binti Saiful Bahri for all the knowledge and experience that you had share with me and all my classmate. I very appreciate all of her support, advice and sacrifice you made for us. I very lucky to have you as my lectures, guidance and supporters. Without her, I may not able to accomplish my task with appropriate way.

Next, I would like to show my gratitude to all my family member who has support my studies and business in term of knowledge, financial and also moral support. With all of the input I gain, it helps me to complete my report with ease and efficiently. I was truly grateful for this wonderful family that very supportive.

Furthermore, I also had been given such a good and supportive friend that always help me whenever I have problems. This task might not complete without theirs help and support. Again, I am extremely grateful for their time and effort that sincerely and willingly to help me accomplish this assignment with a creative result.

Lastly, I would thanks to all my customers that give a support to my business. Without my beloved customers I might not be able to complete my assignment for this subject. They were all sporting and helpful, with the comments and feedback that help me improve my business. I want to thank to all people who directly or indirectly contributes their support and strengths and they are willingly to do that. It's really impossible for me to complete my task without them.

## **EXECUTIVE SUMMARY**

For this semester, all of students that take Entrepreneurship subject have to choose one product and sell them. The purpose for this report was to analyse and observe the credibility of the company on what kind of marketing strategy that they choose in order for them to enhance the customer awareness regarding the products that they had sold. One of the most famous tools that company used to attract and gain customers is through social media which is Facebook and make them purchase product.

In addition, this report also reported on how frequent the company promoting and advertise their product in the social media especially Facebook. Facebook was chosen because many people nowadays including all range of ages that used Facebook. Each company required to post varieties of strategies to advertise the product. In posting at the Facebook it includes the teasers, hard sells, and also soft sells. This is because social media is a good way for engaging and interacting customer. The more company communicate with the audience, the more chances company have of conversion and this will create two-way communication.

As Facebook provides many kinds of advertising, it could help company to reach their potential customer faster than other company could do. This will make the company could achieve their targets to increase their sales. It also can gain interests about the product that they sell towards their customers. Thus, Facebook connection makes company and customers are more probable to upsurge customer retention and customer loyalty.

<b>FACEBOOK POST</b>	
Teaser	7
Reveal	1
Copywriting (Hard sell)	16
Copywriting (Soft sell)	16
<b>TOTAL</b>	<b>40</b>

## TABLE OF CONTENT

CONTENT	PAGES
<b>A. Preliminary Materials</b>	
I. Cover page	0
II. Acknowledgement	1
III. Executive summary	2
IV. Table of contents	4
<b>B. Body of the report</b>	
I. Go-Ecommerce registration	5
II. Introduction of business	
• Name and address of business	6
• Organizational chart	7
• Mission / vision	8
• Descriptions of product	9
• Price list	10
III. Facebook (FB)	
• Creating Facebook page	11
• Customing URL Facebook page	11
• Facebook post – Teaser	12 - 15
• Facebook post – Copywriting (hard sell)	16 - 23
• Facebook post – Copywriting (soft sell)	24 – 31
IV. Conclusion	32