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UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME	: Faculty Business and Management (Islamic Banking BA249)
SEMESTER	: Semester 3
PROJECT TITLE	: Kasha Scarf Portfolio
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ANKNOWLEDGEMENT

First of all I would like to thank God for being able to complete this Social Media Portfolio. This portfolio has one of the tasks given by the lecturer to complete and pass this subject of Principles of Entrepreneurship (ENT530).

Next, a big thank you to this ENT530 subject lecturer, Madam Norliza binti Saiful Bahry in her kindness for helping me to complete this social media portfolio assessment in various ways. She has given complete notes for this syllabus. Thank you again for successfully teaching us this online distance learning. Without her, for sure I cannot successful completing this assessment. She explain detail about this assessment and I can creating Facebook page, soft sell copywriting and also hard sell copywriting in marketing strategy.

Also thanks to my beloved parents and family members who provided support and assistance from beginning of do this assignment until I'm successful complete it. They also involved directly or indirectly in this assignment such as help me to should some video and give an idea about copywriting and so on. Without my family, it will be difficult to me to completing this assignment.

Last but not least, I want to thank to my beloved classmate and other friend either they are directly or indirectly helping me in completing this assignment. They are very kind because helping me and helping each other through online meet such as call to give an idea and many more.

EXECUTIVE SUMMARY

Kasha Scarf is a sole proprietorship located at Parit 3 Sungai Haji Dorani 45300 Sungai Besar, Selangor. This business is run in owner's house because it is only a small business. However, I, Siti Zulaikha binti Azhar as the owner of this business must want this business to continue to grow and produce more products of its own. Currently, Kasha Scarf only produces three products, namely Chiffon Eyelash Shawl, Bawal Cotton B45 and Bawal Cotton B50.

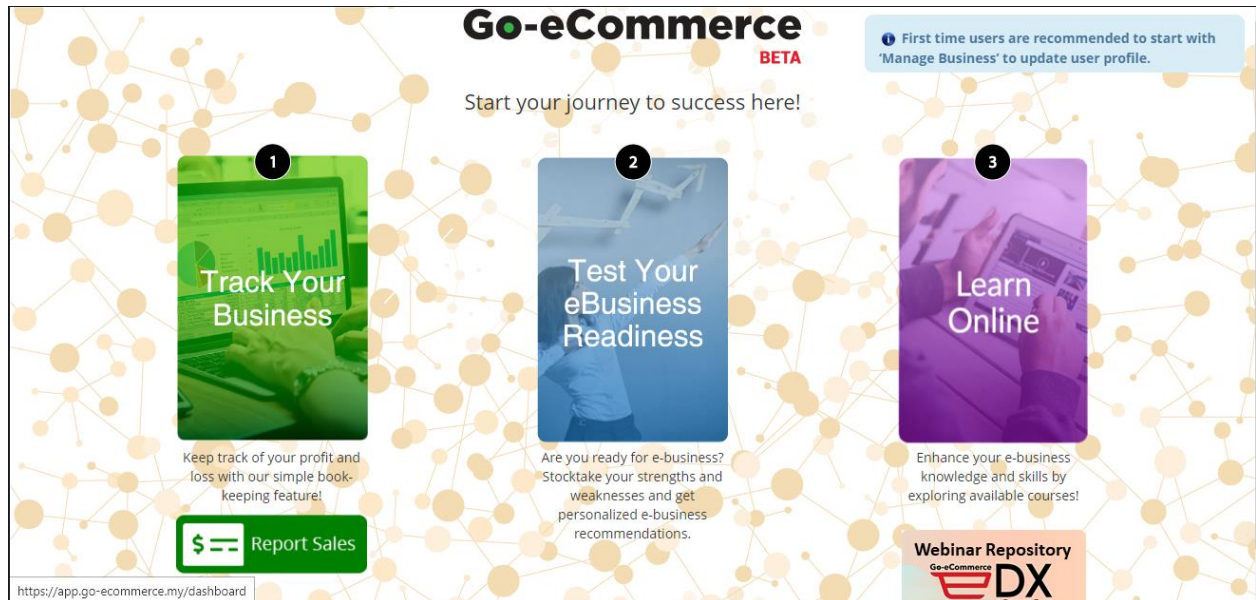
This business is very concerned about the quality of their products and trying to grow this business and this subject opened my eyes to sell on social media in the right way. This business was developed in February 2020 but just sell in offline ways. The target of this business is university students because the prices set are suitable for university and college students as well. I hope this business can grow and help more people.

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1.0 Go-Ecommerce registration

Kasha Scarf is a legal business and we had registered our business under Go-Ecommerce to track our business and learn how to success in online business.



The user profile page for Go-eCommerce BETA shows the 'PERSONAL PROFILE' tab selected. The user's name is 'SITI ZULAIKHA BINTI AZHAR'. The 'Personal Information' section includes fields for Name, New Identity Card No., Email Address, City, State, Personal Facebook, Gender, and Marital Status. The 'Institution Information' section includes a field for the institution name, 'UiTM Puncak Alam - ENT530I'. A chatbot icon is visible in the bottom right corner.

PERSONAL PROFILE		BUSINESS PROFILE	
Personal Information			
Name	: SITI ZULAIKHA BINTI AZHAR	Phone/Mobile	: 01126500605
New Identity Card No.	: 000506101328	Home Address	: Parit 3 Sungai Haji Dorani
Email Address	: eykazhar123@gmail.com	District	: Sabak Bernam
City	: Sungai Besar	Postcode	: 45300
State	: Selangor	Personal Instagram	: null
Personal Facebook	:	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		
Institution Information			
UiTM Puncak Alam - ENT530I			