



اَوْبِقُوْا سَيِّئَاتِيْ تَيَكُوْنُوْا لِيْ عِيْنَا مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**SOCIAL MEDIA PORTFOLIO**

**CADARMURAH.BTHO**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**FACULTY & PROGRAMME: FACULTY OF BUSINESS AND  
MANAGEMENT (BA242)**

**SEMESTER: 4**

**NAME: AZILA FAZRINA BINTI MOHD NORZAM**

**MATRIC ID: 2019359121**

**LECTURER: MADAM NORLIZA BINTI SAIFUL BAHRY**

**SUBMISSION DATE: 31 JANUARY 2021**

## TABLE OF CONTENTS

ACKNOWLEDGEMENT .....	3
EXECUTIVE SUMMARY .....	4
1. GO-ECOMMERCE REGISTRATION .....	5
2. INTRODUCTION OF BUSINESS .....	6
2.1 Name and Address of Business.....	6
2.2 Organizational Chart.....	6
2.3 Mission.....	7
2.4 Vision.....	7
2.5 Description of Products and Services .....	7
2.6 Price List.....	8
3. FACEBOOK.....	9
3.1 Creating Facebook (FB) page .....	9
3.2 Customing URL Facebook (FB) page .....	9
3.3 Facebook (FB) post – Teaser .....	10
3.4 Facebook (FB) post – Copywriting (Hard sell).....	13
3.5 Facebook (FB) post – Copywriting (Soft sell).....	21
4. CONCLUSION.....	35

## ACKNOWLEDGEMENT

First and foremost, praises and thanks to Allah SWT because He gives me the opportunity to complete this task just in time even though I have faced a lot of difficulties, but I managed to complete this task successfully.

Besides that, I would like to express my gratitude to my beloved Principles of Entrepreneurship lecturer madam Norliza binti Saiful Bahry. She guides me in implement ways to complete this assignment. Without her guidance I could not be able to finish this assignment.

Lastly, I am grateful to my parents because they always support me and encourage me in order to complete this assignment.

## EXECUTIVE SUMMARY

CadarMurah.BTHO is a bedsheet dropshipping company. It offers pattern and plain types of bedsheets with various delightful designs and colours to customers. By using social media platform such as Facebook to market our product, it can help our business to grow as many people use and spend more time on social media nowadays. Besides, the Facebook platform is convenient for us to use. It is also a mobile-friendly application.

Moreover, marketing on social media plays an important role for online sellers to raise their product awareness. Therefore, we need to use the right copywriting as it can attract and gain potential customers. This is because interesting copywriting can attract people to continue reading our posts. Apart from that, to build trust among customers, we need to actively post hard sell and soft sell on our Facebook page. This marketing strategy can enhance the engagement with followers also can expand our targeted audience.

Last but not least, social media marketing is a powerful advertisement for businesses. By uploading text, images, videos, and much more content can increase the engagement with the audience. We also can interact with them and therefore, it helps to build brand awareness. From this, our business will continue to sustain.

## 2. INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

CadarMurah.BTHO was established in November 2020. It is a dropshipping company that sell a bedsheet which offers pattern and plain bedsheets with various design and colours. This company is located at Jalan Suakasih, Bandar Tun Hussein Onn.

### 2.2 Organizational Chart

I got the products from my agent and then sell it to customers.

