



اَوْنِبُوْرَسِيْتِيْ تِيْكَنُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA



RIANGTOYS SHOP

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME : FACULTY PUNCAK ALAM & BA 242

SEMESTER : 4

PROJECT TITLE : SOCIAL MEDIA PORTFOLIO

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MATRIC NUMBER : 2019361469

LECTURER : MADAM NORLIZA BINTI SAIFUL BAHRY

I. ACKNOWLEDGEMENT

In the accomplishment of this project successfully, many people have best owned upon me their blessing and the heart pledged support. This time I am utilizing to thank all the people who have been concerned with the project.

Primarily, I would like to express my gratitude to Almighty Allah for enabling me to complete this portfolio. Then I would like to thank the owner of Rini E Enterprise, because has appoint be to be one of Rini E Enterprise empire.

Next, I am highly obliged in taking this opportunity to sincerely thanks to my worthy lecturer, Madam Norliza Binti Saiful Bahry. At last, but not least, I am thankful to my family and friend who have been always helping and give me support throughout this project.

II. EXECUTIVE SUMMARY

In this portfolio, we will focus more on digital marketing platform which are Facebook (FB). Before we started this project, we have been taught on how to make a posting for business which there are 3 type of posting we have learned. The type of posting included teaser, soft sell and hard sell.

In this project we are required to create posting on Facebook by following criteria that have been taught. I choose to approach this company called Rini E Entreprise and give then idea to do online business. After a while, they appoint me to be their company marketer. I created a shop name for this company called *Riangtoys* and continue to set up their Shopee shop and facebook page.

Our shop selling variety type of toys. As currently, I managed to gain RM 3000 by selling their product through Shopee live and Facebook. I still trying my best to be good employee to achieve this company mission and vision.

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2. INTRODUCTION OF BUSINESS

Company's Logo



Shop's name : Riangtoys

Company : Rini E Enterprise

Owner : Sarini Binti Hashim

Number of employees : 4

Address : Tingkat 15-10 Pangsapuri kenanga, Jalan GP2,
Taman Seri Gombak Permai 68100,
Batu Caves,
Selangor