



اَوْبُورُ سَيِّتِي تَيَكُونُ لَوُ كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF EDUCATION

UNIVERSITI TEKNOLOGI MARA PUNCAK ALAM

PRINCIPLES OF
ENTREPRENEURSHIP (ENT530):
SOCIAL MEDIA PORTFOLIO REPORT

NAME: ELLY ARLYNN JENERAL

STUDENT ID: 2019482408

DATE OF SUBMISSION: 11TH DECEMBER 2020

LECTURER: MADAM NADIAH MAISARAH ABDUL
GHANI

1.0 ACKNOWLEDGEMENT

I would like to humbly extend my deepest sincere gratefulness to those who have helped me in completing this Social Media Portfolio directly and indirectly. I do not have much experience in the world of business and entrepreneurship but I successfully completed both the portfolio and this report with the help from so many people. A special thanks to Universiti Teknologi Mara (UiTM) for preparing a great subject for non-business major students to help us prepare for our future.

First and foremost, all of this would not be possible without the blessings from Almighty God in Heaven. I would like to thank my family who has been very supportive and enthusiastic in helping me to complete this portfolio.

I would also like to thank my lecturer for the subject Principle of Entrepreneurship, Madam Nadiah Maisarah, as she has done a great job in guiding me and my classmates' progress in completing this assignment. She also has been supporting us in every possible way and patiently answered our endless questions.

Next, I am very indebted to my classmates for always reminding and sharing extra information in doing this assignment.

Last but not the least, to everyone who has helped me in liking, following and promoting my business Facebook page, Tanak Tondu Closet, thank you.

My deepest apologies to all other unnamed individuals who helped me in every aspect. I truly appreciate each and every one of you.

2.0 EXECUTIVE SUMMARY

Tanak Tondou Closet is a an apparel brand aimed to spread awareness on the benefits of local thrifting by selling preloved clothes and handbags. It was established on October 2020. At first, the team was bit skeptical about the idea of launching a new business page in the middle of pandemic but we were wrong because now, Tanak Tondou Closet has gained 272 followers and 239 likers in less than 2 months.

Tanak Tondou Closet is based on Kota Kinabalu, Sabah, Malaysia. We cater the needs of customers who want to stay trendy while offering a very affordable price to them. Our first collection was preloved clothes in kid's sizes. The second collection called 'Something Elegant' is a collection of preloved handbags that are looking for new owners.

We are constantly working hand-in-hand to make sure our mission is accomplished. Our marketing team are frequently posting and engaging with our followers by posting at least 3 times a week. This is to make sure that we don't lose our potential buyers by being inactive in our business. It is our dream to expand our business to a bigger potential market.

3.0 TABLE OF CONTENTS

Contents

1.0 ACKNOWLEDGEMENT	2
2.0 EXECUTIVE SUMMARY	3
3.0 TABLE OF CONTENTS	4
4.0 GO E-COMMERCE REGISTRATION	6
5.0 INTRODUCTION OF BUSINESS	7
5.1 NAME AND ADDRESS OF BUSINESS	7
5.2 ORGANIZATIONAL CHART	7
5.3 MISSION	8
5.4 VISION	8
5.5 DESCRIPTION OF PRODUCTS	8
5.6 PRICE LIST	11
6.0 BUSINESS PAGE	12
6.1 FACEBOOK PAGE	12
6.2 URL FACEBOOK (FB) PAGE	13
6.3 TEASER POST	13
6.4 COPYWRITING - SOFT SELL WITH GRAPHIC	17
6.5 COPYWRITING - HARD SELL WITH GRAPHIC	27
7.0 CONCLUSION	35

5.0 INTRODUCTION OF BUSINESS

5.1 NAME AND ADDRESS OF BUSINESS

Name of business	Tanak Tondy Closet
Address	PO Box 753, Tanjung Aru Post Office, 88100 Kota Kinabalu, Sabah.

5.2 ORGANIZATIONAL CHART

