



اَوْبُوْ سَيِّدِيْ تَيَكُوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

SOCIAL MEDIA PORTFOLIO (40%)



**PRINCIPLE OF ENTREPRENEURSHIP (ENT530)**

FACULTY AND PROGRAMME : ED241 (FACULTY OF  
EDUCATION)

NAME : NURUL HANA BINTI HUDZAIMI

STUDENT ID : 2019482056

CLASS : ED3D

LECTURER : NADIAH MAISARAH BT ABDUL GHANI

## **ACKNOWLEDGEMENT**

First and foremost, I am really grateful for Allah SWT as I was given the chance to successfully finish doing the first assignment which is the Social Media Portfolio as one of the criteria to be met in the coursework evaluation for the code ENT530. I am very grateful too as I managed to complete the task within the given time by our lecturer, Madam Nadiah Maisarah Binti Abdul Ghani.

Next, I would like to thank our lecturer, Madam Nadiah Maisarah Binti Abdul Ghani for helping me all throughout the assignment by patiently teaching us everything we need to know for us to complete this task, and answering all our questions regardless of what it is. I would also like to thank our lecturer for giving us all the advice on how to do our copywriting properly and all the advice and tips that she gave us will surely be remembered for future use. Other than that, I would also like to thank all my peers and classmates for always assisting me whenever I have any questions and also for supporting me on my Facebook page. I am also thankful to all the people who have been directly or indirectly involved with me throughout the process for helping me complete the assignment.

Finally, I would also like to thank my family for all the support and encouragement they have given me while I was in the process of completing the assignment.

## **EXECUTIVE SUMMARY**

Malie Bookstore is an online bookstore that sells mainly second hand books that are mostly still in good condition at a cheap price. The books are all scanned and examined before being sold, to ensure that no pages are missing, or are there any very noticeable flaws that will make readers uncomfortable when reading. We also aim to sell all the books at a cheap price because we know how expensive most of the story books can be, and we are here to help all the people who love to read but do not have enough money to buy them at the original price. We offer a wide range of genres suitable for all ages and we also offer a few other services such as delivery and donation.

## TABLE OF CONTENTS

ACKNOWLEDGEMENT	1
EXECUTIVE SUMMARY	2
ECOMMERCE REGISTRATION	4
INTRODUCTION TO BUSINESS	5
2.1 Name and address of business	5
2.2 Organizational Chart	5
2.3 Mission and Vision	6
2.4 Description of products / Services	7
2.5 Price List	7
FACEBOOK	8
3.1 Facebook page	8
3.3 Facebook post - Teaser	10
3.4 FACEBOOK POST - COPYWRITING (HARD SELL)	14
3.5 FACEBOOK POST - COPYWRITING (SOFT SELL)	30
CONCLUSION	46

## INTRODUCTION TO BUSINESS

### 2.1 Name and address of business

**Company Name :** Malie Bookstore

**Address :** ST1189, Jalan Bidara Indah 2, Taman Bidara Indah,  
78300 Masjid Tanah, Melaka

### 2.2 Organizational Chart

