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UNIVERSITI TEKNOLOGI MARA

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SELANGOR

BACHELOR OF BUSINESS ADMINISTRATION (HONS)

ISLAMIC BANKING

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

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EXECUTIVE SUMMARY

The a.shopaholicspes is a registered sole proprietor online business shop that conducted by Miss Nur Zafirah Binti Roslan. I started this business as it is rarely to see a plussize clothing shopping centre that could provide the same speciality in term of sizes and prices to the customers just like others clothing shops. I choose to help the curvy women to find the correct shopping centre for them. My shop stands with its mission and vision purposely to serve the community who are shopaholic specifically the curvy ladies to get the best shopping experience without any worries in term of prices, sizes or other common shopping problems faced by the customers.

In this report, I will be discussed about my profile as the owner of a.shopaholicspes and my business information. I would also be describing the details of my business online shop's mission and vision to give the clear picture of where stage would we bring our business to the community and how should we serve them. I used the type of teasers, hard sells, and soft sells as my marketing strategies to attract the potential customers. However, a.shopaholicspes shows its credibility through the registration to Go-eCommerce as a trusted seller in Malaysia.

Next, the involvement of my product's description would help my readers who also could be my potential customers to identify if any of my products specialty did fulfilling their demands so perhaps, they would be interested to know more about our plussize or curvy's clothing attires. For example, the materials, price range and offered sizes from a.shopaholicspes.

TABLE OF CONTENTS

NO	TOPIC	PAGE NUMBER
1	1.0 Go-Ecommerce Registration	1
2	2.0 Introduction of Business	2
	2.1 Organizational Chart	2
	2.2 Mission and Vission	2
	2.3 Descriptions of Products	3
	2.4 Price List	3
3	3.0 Facebook	4
	3.1 Creating Facebook Page	4
	3.2 Customing URL Facebook Page	4
	3.3 Facebook Post (Teaser)	5
	3.4 Facebook Post, Copywriting (Hard Sell)	12
	3.5 Facebook Post, Copywriting (Soft Sell)	28
4	4.0 Conclusion	44

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

The name of my online business shop was known as a.shopaholicspes I would love it could become an online shopping centre that provide the best space for group of peoples who love to shopping without any doubt. Thus, the name of a.shopaholicspes is just suitable to express our business purpose towards number of my potential clients out there. In addition, my client might wonder why is it “spes” instead of “space”, frankly speaking I was looking for the short plus unique term to be use for my online business shop’s name that easily would be remember by everyone so the “spes” were my choice. The address of my business is No. 54, Jalan CU9, Taman Cheras Utama, 56000, Cheras, Kuala Lumpur, I operated my small business in my family house where I managed and planning the marketing strategy, financial management, customer services including taking the online orders from my beloved customers.

2.2 Organizational Chart



Picture 2.2 shows Miss Nur Zafirah Binti Roslan as the owner of a.shopaholicspes.

As the busines entity for a.shopaholicspes is sole proprietorship where the owner will manage and bare the business risk alone. Therefore, Nur Zafirah Binti Roslan is the owner of this online shop who manage the marketing strategy, financial management and customer services system.

2.3 Mission and Vission

The a.shopaholicspes stands with our mission to provide the most affordable shopping centre for curvy or plussize women and welcome the sense of enjoyment with no doubt to shopping like a real “shopaholicspes”. In relation to our mission, we