



اَوْنِبُوْا سَيِّئَاتِيْ تَيَكُوْنُوْا لِيْ مَبَارَا

UNIVERSITI TEKNOLOGI MARA

ENT530 PRINCIPLES OF ENTREPRENEURSHIP

SOCIAL MEDIA PORTFOLIO

Prepared to:

Madam Nadiah Maisarah Binti Abdul Ghani

GROUP:

BA2493D

| NAME | MATRIX CARD |
|-----------------------------------|--------------------|
| Adam Abu Basyar Bin Abdullah Sani | 2020995035 |

Date of Submission:

7-11 November 2020

ACKNOWLEDGMENT

Alhamdulillah, first of all I am grateful to Allah S.W.T. because he has given me enough time to finish this report. I would like to thank my Principles of Entrepreneurship (ENT530) subject lecturer, Madam Nadiah Maisarah Bt Abdul Ghani for all the guidelines that he gave me and also for all valuable responses on my question that I am not confident or confused. She teaches me very greatly that I am able to complete this assignment with enough time. I also would like to thank her for explaining more details regarding this subject.

This task had also been done with my fellow friends that really help me when I am stuck or lazy to this assignment. They always encourage me by motivate me or give support to avoid me from being left behind. I am grateful that I have friends that always support me when I faced difficulties when doing this assignment.

Last but not least, I am very grateful to my parents, Mr. Sani and Mrs. Masitah because they always helped me and give all the information that I need to complete this assignment. They keep answering all my question even they are tired from work. They always keep looking at me to make sure that I am able to finish up this assignment. I want to thank also to those who indirectly contributed in this assignment. Once again, thank you very much and Allah S.W.T. bless you all.

EXECUTIVE SUMMARY

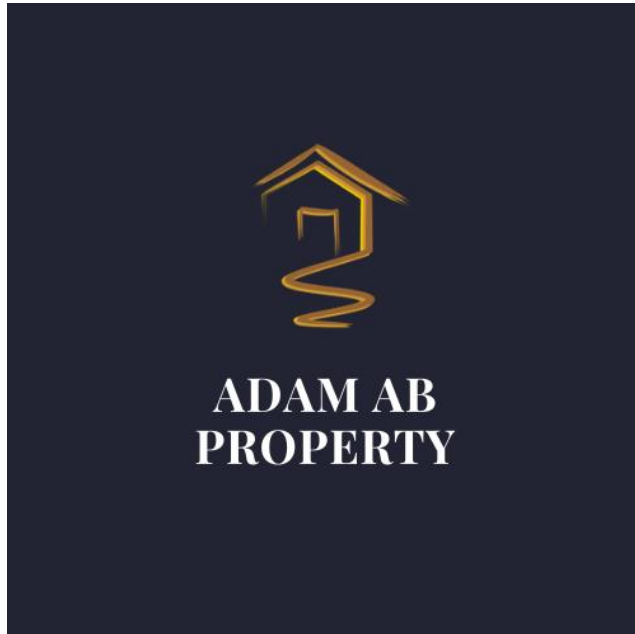
Entrepreneurship is the act of creating a business or businesses while building and scaling it to generate a profit. I have made an entrepreneurship about selling property. I do online marketing for my business which are in social media. I have made teasers, soft sell and hard sell in my Facebook page to give people aware that I am selling property. I have already become an agent at Nilai Harta Consultan Shah Alam Sdn. Bhd. since three months ago. The target market for my business are the people that already have fixed income salary. This company is quite strong because the branch in Shah Alam is not the only branch that Nilai Harta have but they also have several other branches around Malaysia. My objective in doing this business is to help my parent to earn money and I also want to help people in buying house that I will give a good service to every one of them. I have many new projects around Malaysia and we have projects from low cost to high cost.

TABLE OF CONTENTS

| NO. | CONTENTS | PAGE |
|------------|---|-------------|
| 1. | Go-Ecommerce Registration | 1 |
| 2. | Introduction of Business <ul style="list-style-type: none">✓ Name and Address of Business✓ Organizational Chart✓ Mission and Vision✓ Description of Product✓ Price List | 2 - 4 |
| 3. | Facebook <ul style="list-style-type: none">✓ Facebook Page✓ URL Facebook Page✓ Facebook Post – Teaser✓ Facebook Post – Soft Sell✓ Facebook Post – Hard Sell | 5 - 33 |
| 4. | CONCLUSION | 34 |

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Adress of Business



| | |
|--------------------------|--|
| Name of Business: | Adam Ab Property |
| Business Adress: | Jalan Tukul N15/N, Seksyen 15, 40200 Shah Alam, Selangor |