



SOCIAL MEDIA PORTFOLIO

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME: BACHELOR OF INFORMATION SCIENCE
(HONS.) RECORD MANAGEMENT**

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EXECUTIVE SUMMARY

Social media portfolio is an assessment that requires us to create our own business through social media which is Facebook. In addition, through this social media portfolio also can teach us ways to conduct our own business and also increase our knowledge about business. Moreover, through this social media portfolio we are asked to create our own Facebook Page and we need to customize our Facebook Page URL. Next, on the Facebook Page we need to post seven teasers, sixteen hard sells and sixteen soft sells. Through this kind of post, we will know about the right word to use for teaser, hard sell and soft sell because the words are different based on situation so that we didn't make any mistake about the word that we used in our post. Finally, we are also asked to register our business on an e-commerce website.

TABLE OF CONTENT

NO.	CONTENT	PAGE
1.	GO E-COMMERCE REGISTRATION	1
2.	INTRODUCTION OF BUSINESS <ul style="list-style-type: none">• Name and address of business• Organizational chart• Mission / Vision• Description of products / services• Price list	2-5
3.	FACEBOOK (FB) <ul style="list-style-type: none">• Creating Facebook (FB) page• Customing URL Facebook (FB) page• Facebook (FB) post – Teaser• Facebook (FB) post-Copywriting (Hard sell)• Facebook (FB) post-Copywriting (Soft Sell)• Graphics	6-47
4.	CONCLUSION	48

ii. INTRODUCTION OF BUSINESS

- **NAME AND ADDRESS OF BUSINESS**

My business name is YPG's Shoe Shop and the reason I choose YPG because it is a combination of my parent's name. The reason why I choose shoe's business because shoes are a necessity for human beings and they are often sought after by society in Malaysia. This will give me the confidence to continue this shoe's business because it is an important accessory for all people regardless of age, gender and race. My address of business is 71 Kampung Padang Air, Tepoh, Kuala Nerus, 21060, Kuala Terengganu.



Figure 1 My Business Logo