



اَوْنُوْرَسِيَّتِي تِيَكْنُوْلُوْجِي مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## SOCIAL MEDIA PORTFOLIO :



### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

<b>FACULTY &amp; PROGRAMME</b>	: FACULTY OF INFORMATION MANAGEMENT (RECORD MANAGEMENT) (IM246)
<b>TITLE</b>	: FR SCARVES by thirahlia
<b>SEMESTER</b>	: 3
<b>NAME</b>	: NUR ATHIRAH IYLIA BINTI NORHAKIMI
<b>GROUP</b>	: IM2463ST2
<b>LECTURER</b>	: MADAM ZARITH DELAILA BINTI ABD AZIZ

## **ACKNOWLEDGEMENT**

First of all, my name is Nur Athirah Iylia Binti Norhakimi and I would like to say of thank you to Madam Zarith Delaila Binti Abd Aziz which is (ENT530) Principles in Entreperneuship lecturer from Universiti Teknologi MARA (UiTM) Campus Puncak Perdana for giving us a good guidelines for this assignment throughout numerous consultations and we are so grateful for her guidelines to complete our individual assignment in social media portfolio . Madam Zarith always guide us and teach us until we understand how to write this assignment. From her guidelines we can complete the assignment and submit on time.. Other than that, I would like to show my gratitude to all those who have directly and indirectly guided me in writing this assignment especially my family and friends that contribution in times and money. There are many people that help me such me they have made suggestions and they also lend their idea on this assignment which gave me an inspiration to improve this assignment.

## **EXECUTIVE SUMMARY**

Frscraves\_Perak is a trademark for our FRSCRAVES ., The main objective that is to make good hijab that suitable and comfort for our customer. Our business started on November 2019. The purpose of this business was created to meet the demands of customers who want hijab consisting of 'tudung shawls' and 'tudung awal' and importantly comfortable.

FRSCRAVES with a variety of colors that stand out, it is suitable as a gift or souvenir for loved ones. Thus, the variety of color variations has made FRSCRAVES is the main choice by customers. At the same time, FRSCRAVES is always optimistic in ensuring that this business is constantly growing and has its own class without matching any brand.

Besides that , FRSCARVES also aims to be able to become a hijab as brand known and to create its own unique In this business as well, I offer a very worthwhile price and affordable for various walks of life. The use of high quality and comfortable material is a priority for FRSCRAVES.

In the marketing department, FRSCARVES has prepared a catalog equipped with a picture of hijab consisting of 'tudung shawls' and 'tudung awal' and put a worthwhile price Therefore, to grow this business I also have created a Facebook through social media and learned to post in the Facebook. This services currently using by teaser , soft sell, and hard sell as sale posting in Facebook to promote our services.

## **TABLE OF CONTENT**

<b>1.0 GO-ECOMMERCE REGISTRATION.....</b>	<b>5</b>
<b>2.0 INTRODUCTION OF BUSINESS.....</b>	<b>6</b>
<b>2.1 NAME AND ADDRESS OF BUSINESS .....</b>	<b>6</b>
<b>2.2 ORGANIZATION CHART .....</b>	<b>7</b>
<b>2.3 MISSION .....</b>	<b>7</b>
<b>2.4 VISION .....</b>	<b>7</b>
<b>2.5 DESCRPTION OF PRODUCT/SERVICES .....</b>	<b>8</b>
<b>2.6 PRICE LIST .....</b>	<b>9</b>
<b>3.0 FACEBOOK (FB).....</b>	<b>10</b>
<b>3.1 CREATING FACEBOOK PAGES.....</b>	<b>10</b>
<b>3.2 CUSTOM URL FACEBOOK (FB) PAGES.....</b>	<b>10</b>
<b>3.3 FACEBOOK (FB) COPYWRITING (TEASER POST).....</b>	<b>11</b>
<b>3.4 FACEBOOK (FB) COPYWRITING (HARD SELL) .....</b>	<b>13</b>
<b>3.5 FACEBOOK (FB) COPYWRITING (SOFT SELL) .....</b>	<b>19</b>
<b>4.0 GRAPHICS .....</b>	<b>25</b>
<b>5.0 CONCLUSION .....</b>	<b>26</b>

## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and Address of Business

FRSCARVES\_PERAK is the name used in this business. This name has been a combination of the hijab brand and the state location of this hijab product being manufactured. In time, this makes it easier for customers to recognize the product being produced. The target for all teenagers from 12 – 40 years old that suitable wear our hijab and also individual that really interesting in to look good in wearing hijab.



The FRSCARVES based location at Pangsapuri Seri Kepayang, 31400, Jalan Ghazali Jawi , my work based online business and Cash On Delivery (COD). So I choose my home as the place for me to get work it very easy for me and customer.