



اوتبورستيتي تكنولوجي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

# **UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF BUSINESS MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
HUMAN RESOURCE MANAGEMENT  
(BM243)**

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**(ENT530)**

**PRINCIPLES OF ENTREPRENEURSHIP**

**INDIVIDUAL ASSIGNMENT :  
FACEBOOK REPORT ON BIOCLEAN WASHING POWDER**

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**PREPARED FOR : PN. ZANARIAH BINTI ZAINAL ABIDIN**

**PREPARED BY :  
NAME : NUR LIYANA BINTI KAMARUDDIN  
STUDENT ID : 2016970571  
CLASS : NBH6A**

**SUBMISSION DATE :  
13<sup>TH</sup> MAY 2018**

## ACKNOWLEDGEMENT

This Social Media Portfolio and Report is part of the individual project that is in the subject Principles of Entrepreneurship (ENT530). I am glad to present this report as it covers the practical aspects in online marketing methods. Where, I learn and understand about the true nature of online business and the way they attract their target customer to buy their product.

I am very grateful to our lecturers, Pn. Zanariah binti Zainal Abidin, who has spent her precious time in helping me to prepare this project work. A successful challenge of product sales gave me an extra spirit to be more creative and critical thinking in selling the product. Furthermore, I would like to thank to Universiti Teknologi MARA (UiTM) for giving me a valuable opportunity that encouraged me to experience the real online business.

Last but not least, I also would like to say thank you to my beloved family and friends for support me in carry out this business activity. This project has exposed me to real business situations. Where, it has helped me to improve my skills and knowledge on entrepreneurship. So that i can make myself prepare for future.



NUR LIYANA BINTI KAMARUDDIN

2016970571

Date : 13<sup>th</sup> May 2018

## EXECUTIVE SUMMARY

The aim of the report is to provide detail of marketing and sales from online business. Where, the products must be introduced to the customer through facebook page. Actually, this is not an easy at the first time to attract target customer to likes our facebook page and react. This is due to our product brand is not familiar in the Malaysian market. Many strategies have been used in order to influence customer to likes and buy our product. For example, welcome deals and other promo sales. I also use other method to encourage customer to buy. I give them free sample of 200g detergent powder for them to use. This is my strategy on introducing my product in the market.

The report describes the details of our product that wanted to sell which is BioClean Washing Powder. For starting, we only have one product so that our customer can focus on the original one. This laundry detergent product can help customer to manage and handling their white clothes. Our main target customer is mothers. Based on our research, most of mothers managing their school children clothes. Well, as we know children are more active nowadays. Where, it can make their whitens clothes become dirty. Thus, we come out with this product in order to help mothers in managing their laundry smoothly.

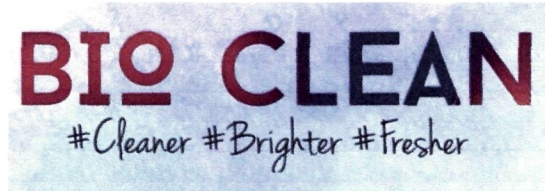
Furthermore, our product is 100% safety to use because it is formulated by SIRIM, which are from trusted organization. Based on our analysis after one (1) month started, the sales is not very high. But, in terms of people reach and engage to see the posts is high. We come out with the attractive advertisement in facebook page and interesting content to influence others people see the posts. So, from here they are interested to follow us.

Furthermore, currently the total number of people likes our facebook page is 18 people and have 2 followers. Where, most of them is a mothers. Normally, I will do cash on delivery to them. This is because most of them are living in the location that we have coverage which is Shah Alam.

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## INTRODUCTION OF BUSINESS



Name of Business : **BioClean Washing Powder**

Business Location : No.30, Jalan Kepuk Lima 19/2E,  
Seksyen 19, 40300 Shah Alam,  
Selangor

Contact No. / Whatsapp : +6013-2103636

Facebook Page : BioClean Washing Powder  
URL : <https://m.facebook.com/BioCleanBrighterFresher/>

Business Type : Online Business

Form of Business : Sole proprietorship