



UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP**

**(ENT530)**

**SOCIAL MEDIA PORTFOLIO**

**“ JELLY SHOES PASSION”**

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## **Acknowledgement**

Assalamualaikum w.b.t, firstly I would like to thank Allah S.W.T because I did finally completed my report on facebook portfolio. I am deeply indebted to my lecturer, Puan Zanariah binti Zainal Abidin who always assist me in improving & guide me in order to complete this report.

Next, I would like to thank to all people around me like my family & friends who support me by funding a 'like' button to my page " Jelly Shoes Passion" to make this assignment a success project.

## **Executive Summary**

Jelly Shoes Passion has been established since April 2018 and operated by using Facebook as its online platform.

Jelly Shoes Passion are designed by women to women. It's a trendy, comfortable shoes solution that is completely customizable in terms of style, colors & material of high quality rubber. Consumers of the Jelly Shoe Passion, will have the flexibility of having different looks for multiple outfits and settings in one shoe. From the outdoor event to the afterschool event and hangout, this shoe is one type fits all.

My target audience is comprised of fashion-conscious, active, and social pre-teens, teenagers, and young adults. They have demanding schedules during and after school, success in extracurricular activities, have part-time jobs, and spend the weekends hanging out with their friends at the mall and movies.

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## Introduction of Business

- Name of Page : Jelly Shoes Passion
- Mission : The mission of Jelly Shoes Passion brand is to make fashionable footwear that satisfies & fulfill our clients dreams, desires & expectation with our high quality jelly rubber shoes
- Vission : To be recognized as the best jelly shoes product in the footwear industry throughout Malaysia
- ‡  
Products : Jelly Shoes with varieties type such as flat, loafers & wedges. Odor resistance, non-toxic and recyclable with high quality jelly rubber material.
- Price : RM 35 per pairs  
RM 60 combo price (buy 1 free 1)