

TABLE OF CONTENTS

1.0	ACKNOWLEDGEMENT	3
2.0	EXECUTIVE SUMMARY	4
3.0	INTRODUCTION OF BUSINESS	5
	3.1 NAME AND ADDRESS OF BUSINESS.....	5
	3.2 ORGANIZATIONAL CHART.....	5
	3.3 MISSION / VISION	5
	3.4 DESCRIPTIONS OF PRODUCTS / SERVICES	6
	3.5 PRICE LIST.....	7
4.0	FACEBOOK (FB).....	9
	4.1 CREATING FACEBOOK (FB) PAGE.....	9
	4.2 CUSTOMING URL FACEBOOK (FB) PAGE.....	10
	4.3 FACEBOOK (FB) POST – TEASER	15
	4.4 FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)	19
	4.5 FACEBOOK (FB) POST – COPYWRITING (HARD SELL)	22
	4.6 FREQUENCY OF POSTING	27
	4.7 SALES REPORT	28
5.0	CONCLUSION.....	32

1.0 ACKNOWLEDGEMENT

Firstly, Alhamdulillah, most grateful to Allah S.W.T for the completion of this Social Media report as one of the requirements that need to be accomplished in the course work assessment for the code ENT 530.

I would like to thank you to my lecturer, Madam Zanariah binti Zainal Abidin to having the opportunity and providing guidance to me for completing this task properly. Without you, I would not be able to complete this report.

In addition, special thanks to my parents and also to my sister that give me support and always help me in terms of gaining information about the business and financial support. Beside, thank you also to all my friends who providing me the 'like' on my Facebook page. Without them, this social media report cannot be completed in the time given.

In the end of this task, I got a lot of knowledge and understand more about process of selling product in social media. By doing this report, I learn how to promoting the product with the correct way and process. I hope this knowledge can help me in the future, especially in the business world.

3.0 INTRODUCTION OF BUSINESS

3.1 NAME AND ADDRESS OF BUSINESS

Name of business	: Enaileaf Henna
Address	: Lot 33082, Teratak Aman, Jln Permata Kiri, Bt36, Kg Bukit Changgang, 42700 Banting, Selangor
Business Owner	: Ain Najiha binti Jasni
Contact Number	: 018-9442627
Facebook Page	: Enaileaf Henna

3.2 ORGANIZATIONAL CHART



Owner of Enaileaf henna
Ain Najiha binti Jasni

3.3 MISSION / VISION

- Vision : To be well known henna business in Banting, Selangor
- Mission :1) Promote henna products in the whole Banting, Selangor area
2) To improve productivity business by give cash on delivery service to customer's place
3) Will always give the best price to the customers

3.4 DESCRIPTIONS OF PRODUCTS / SERVICES

Enaileaf henna is selling the henna products. I believe that girls out there love to wearing henna for some occasion. Enaileaf product comes with something that make easier to the customer for using it. For example, before this when we want to wearing henna, we need to prepare from first step which are pick the henna leaf, process and then only can apply the henna on your hands. But now, Enaileaf henna can directly apply to your hands and need to wait for a while and after that customers will get the beautiful colour of henna.

The ingredients in Enaileaf henna are henna oil, henna leaf, extract lemon and olive oil. The henna oil can make the henna last longer and produce the bright colour of henna. Besides, there are many benefits while wearing the henna. Firstly, it can improve your nail's quality, it also as an anti-aging properties, henna seeds are very effective to cure fever. Its natural ingredients penetrate deep into the hair shafts and nourish them. It also fights against dandruff.

Enaileaf henna comes with the three main products which are nails henna, dip in henna and also draw henna. But it comes with a difference sizes and prices. The nails henna is for nails uses only, it can apply on the nails for ten or thirty times per bottle meanwhile, for dip in henna, customers just need to dip in their fingers in the bottle of henna and also can apply for ten to thirty times.

Besides, for draw henna, customers can draw their own design on their hands as desire. Commonly design that customers usually use is follower and leaf design. Enaileaf henna's product items is selling in reasonable price. Customers can buy with cash on delivery method or courier method. They can choose either one of the method that they want, the aim is product will safely at the customer's hand.