



اَوْنَبُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

INDIVIDUAL PROJECT

COURSE: PRINCIPLES OF ENTREPRENEURSHIP

CODE: ENT 530

PROJECT: SOCIAL MEDIA (FB)

NAME OF PAGE BUSINESS: CUCUMBER BUBBLE MASK

GROUP: NBH6B

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ACKNOWLEDGEMENT



Alhamdulillah to Allah S.W.T for the completion of my Social Media Portfolio which is one of the requirements that need to be accomplish in the course work assessment for subject code ENT 530.

Special wish to my family and my beloved friends for always giving me their support for me to complete my portfolio by promoting my Facebook page and my product to their friends. Not only that, this portfolio was prepared with the corporation and helps from many people including my lecturer Madam Zanariah Binti Zainal Abidin in her kindness for giving me the informative info to complete this portfolio.

Through this portfolio, I can learn and manage how to run online business in a proper way by using Social Media which is Facebook. Also, from this assessment I have gain a lot of knowledge in getting customer with the interactive advertising and skill that Madam Zanariah Binti Zainal Abidin has teach me in the class session such as from teaser, soft sell and hard sell method.

Executive Summary

Cucumber Bubble Mask is a business that carries out online business for beauty product. This beauty products consists of the Cucumber Bubble Mask that have technology from Korea and has been viral to all people especially women in this country. This business is created to provide an opportunity to all customers who want to take care of their skin by doing this product of their skincare product with the affordable price. Apart from selling products to the customers, Cucumber Bubble Mask also provides a useful info and tips to all people about how to take care of their skin in a proper way.

Retaining and gaining Cucumber Bubble Mask Shah Alam customers is very hard because in the Facebook page have already have a several page that selling this product. In order to ensure that Cucumber Bubble Mask Shah Alam pages can gain more profits and views, I need to think a market strategy to attract customer buy this mask at my Facebook page and feel satisfied with my services while entertain their WhatsApp and Direct Message and also my product. This can be achieved if I employ the best customer service admin who have experience in handling orders, promptly attending to complaints and inquires through WhatsApp and Facebook page Direct Message. We also intend to provide a feedback box for customers to make a complaint or a suggestion about our product and customer service, it can help for business development in future.

In addition to reinforcing strategies for maintaining customer loyalty towards Cucumber Bubble Mask Shah Alam pages, expending and exploring ways to promote this online product and services business in social media is important. Skill and ways to know how to attract customers are important. Starting by posting a teaser can give customer a sense of excitement to know which product are been selling. Next is the skills to make soft sell that can give customers an idea what exactly the business that I'm going to sell and lastly is the Hard Sell skills is to attract customers to buy my products by promoting and reveal the price and contact number.

Cucumber Bubble Mask Shah Alam can further enhance this entrepreneurial knowledge to further develop this business in the near future.

TABLE OF CONTENT

No	Contents	Page
1	1.0 Introduction of the Business 1.1 Name and address of business 1.2 Organizational Chart 1.3 Mission and Vision 1.4 Description of products/Services 1.5 Product Picture and Price	1 1 1 2 2
2	2.0 Facebook Page 2.1 Creating Facebook Page 2.2 Costuming URL Facebook Page 2.3 Page likes 2.4 Posting Like	3 4 5 5
3	3.0 Facebook Post 3.1 Teaser 3.2 Soft Sell 3.3 Hard Sell	11 17 23
4	4.0 Frequency of Posting	31
5	5.0 Sales Report 5.1 Details of the Receipts 5.2 Feedback from Customers	34 35 37
6	6.0 Conclusion	39

1.0 Introduction of Business

1.1 Name and address of business

Name of this business is a Cucumber Bubble Mask Shah Alam. This business address is No 20, Jalan Riang 2 25/117B Taman Sri Muda, 40400 Shah Alam, Selangor Darul Ehsan. This business is only conducted by one staff member and she also is the owner of Cucumber Bubble Mask Shah Alam business. Because of only one person who in charge of doing this business, the task of the Cucumber Bubble Mask Shah Ala's owner is to manage and updating the Facebook pages of Cucumber Bubble Mask Shah Alam by promoting the product released in the social media. In addition, the owner of this business also needs to records buyer details, cashflows of the business and entry by providing sales reports to ensure that company's finance all in a good condition. Instead of that, the owner also in charge in marketing the product such as taking picture of the new released product and also managing the postage and shipping items that ordered by the customers.

1.2 Organizational Chart



Owner

Mas Izzati Binti Massna Sudarmaji

1.3 Mission and Version

Mission

Cucumber Bubble Mask Shah Alam will ensure in providing one of the famous skincare products that can help our customers to get their ideal skin and can solve all the skin problem and can build a sustainable relationship with customers in Malaysia and overseas.