



اَوْنِبُوْا سِيَّتِيْ تَتَكُوْلُوْا كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP  
(ENT530)**

**“SOCIAL MEDIA PORTFOLIO”**

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Lecture for ENT530

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## **ACKNOWLEDGEMENT**

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

Special thanks to our beloved lecturer Puan Zanariah Binti Zainal for your kindness in helping me during the process of completion of this assignment. She have given me a good service by providing useful information to us. Without her, I would not be able to complete this Social Media Portfolio.

There are a lot of challenges that I have to face such as finding the right things to sell, how to promote my product and what should I write at my social media. Besides that I have to go through a lot of difficulties with the how to maintain the demands from customer, I are dealing with a lot of procedures.

Through these problems I manage to become more organized and mature in dealing with problems that occur during my dealing with customers. This Social Media Portfolio covers marketing, operation and financial information needed by a new entrepreneur as a guide to make sure this business went well.

Lastly, to those who had involved and contributed directly or indirectly to this my Social Media business, I are very grateful to them for the effort and initiative that they have shown in my business until I successfully completed our my social media business.

## **EXECUTIVE SUMMARY**

Contact lens.my have various type of disposal contact lens.

Committed to creating life-long solutions to vision care needs and appreciates the opportunity to submit comments on the Federal Trade Commission's (the "Commission" or "FTC") review of its 2004 Final Rule (the "Contact Lens Rule") implementing the Fairness to Contact Lens Consumers Act (the "Act").

We thank the Commission for its long history of promoting consumer choice and competition at the manufacturer, prescriber, and retail levels. COLOURED contact lenses started gaining popularity in Malaysia sometime in the late 2000s.

It wasn't uncommon then for Malaysians to spot light brown or grey-blue eyes using cosmetic lenses. The more adventurous ones can be seen with bolder colours such as purple or even patterned lenses.

Over the years, demand for coloured contact lenses in Malaysia hasn't diminished, says Maxvue Vision Sdn Bhd chief executive officer Selvam Kanniah. If anything, it is still a growing trend.

Cosmetic lenses are highly popular within the Asia Pacific region with consumers becoming exposed to a large number of brands. Despite the high number of existing brands, new extensions in terms of colours and improved features were launched continuously by leading players in contact lenses.

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## INTRODUCTION OF BUSINESS

We make contact lenses that comfortable to use for you. Name for my business is Contact Lens.Myy.

Myy – refer to Malaysia. The reason I choose this name is easy for customer to search our business and we will be easy to recognize by many contact lens users.

Contact Lens.Myy is one of the best contact lens and easy to purchase around Selangor and Malaysia. Contact Lens.Myy offered Self collect, Cash on delivery and post for whoever want to purchase it.

Contact Lens.Myy are imported directly from Korea. We have registered certificate from ISO/GMP/FDA/CE. Not only have that, Contact Lens.Myy also had Malaysia licences from MDA/GDPMD. With all this registered certificate make all buyers more confident and believe that they safe to use our product.

We appreciate that no two eyes, no two patients, and no two days are ever the same. We realize that people look to us to provide contact lenses that are best in class—whether it's one of our mainstream lenses or one for our specialty market.

We're also different. We feel that by collaborating and listening to others, we can accomplish far more. This is all part of our refreshing perspective to you—the people who wear our contacts and the eye care practitioners who work with us.

Contact Lens.Myy located at Bandar Baru Bangi Seksyen 16, Unit 209, Road 6C/9. For those stay nearby can walk in to purchase and collect their contact lens.

## ORGANIZATIONAL CHART



## MISION /VISION

Contact lens.my, is firmly committed to giving you the best possible vision care to maximize your visual performance and quality of life by:

- Making our patients our top priority and always seeking to meet or exceed their expectations at their visit.
- Using state of the art technology and instruments.
- Offering top quality frames and lens products.
- Using the latest contact lens products including spherical, toric, and multifocal contact lenses. Continually furthering the education of both doctors and staff to maintain the highest level of care that we can offer you.

## DESCRIPTIONS OF PRODUCTS

### Soft Contact Lenses

- Soft contact lenses are made of soft, flexible plastics that allow oxygen to pass through to the cornea. Soft contact lenses may be easier to adjust to and are more comfortable than rigid gas permeable lenses. Newer soft lens materials include silicone-hydrogels to provide more oxygen to your eye while you wear your lenses.
- CUVUE® VITA® for ASTIGMATISM offer reliable, exceptional comfort and clear, consistent and stable vision in the form of monthly contact lenses.
- CONTACT LENS.MYY, Design harnesses the natural power of a blinking eye to provide clear and stable vision for all-day contact lens wear.
- With HydraMax™ Technology helps maximize and maintain hydration throughout the contact lens—providing lasting comfort throughout the month.
- The highest level of UV protection available in a contact lens.

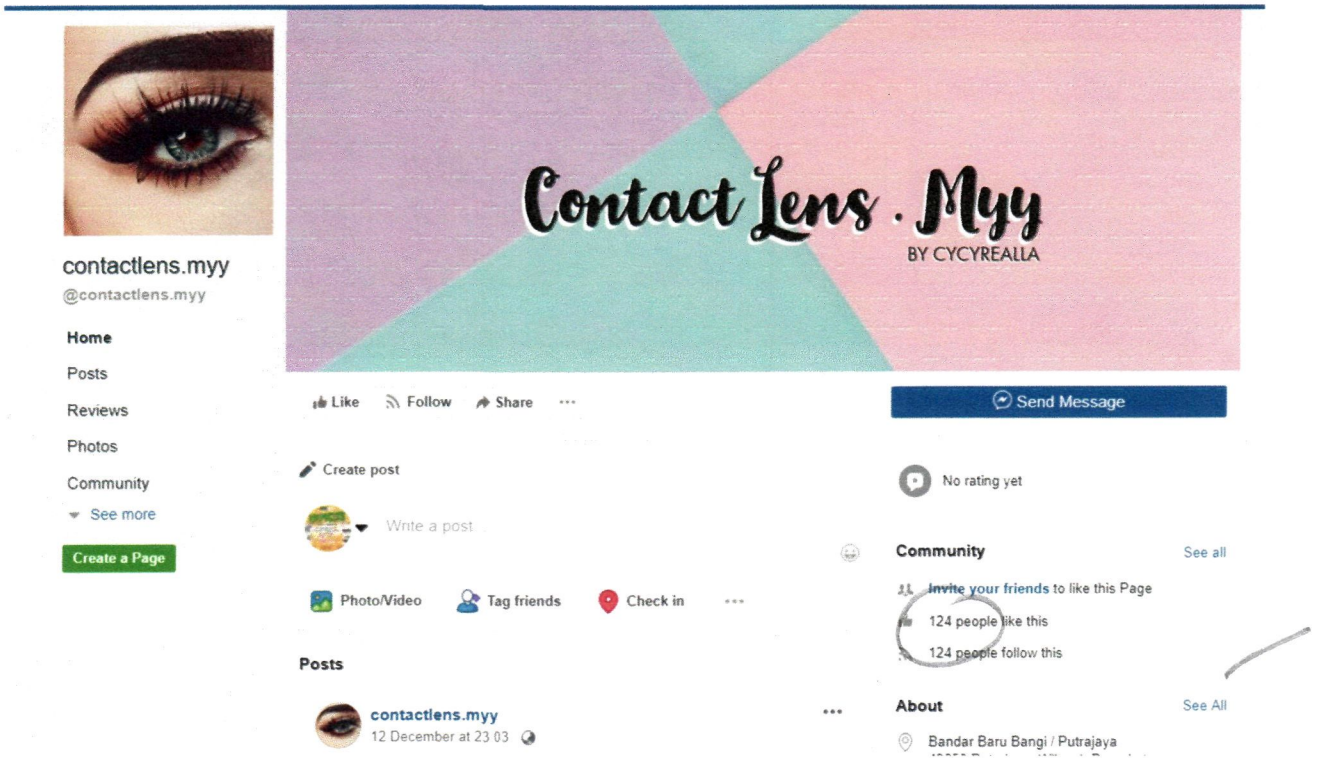
### PRICE LIST

RM 25 / PER PAIR  
FOR 3 MONTH USAGE

## FACEBOOK (FB)

### I. CREATING FACEBOOK PAGE

I design the cover page first and then choose a beautiful eyes photo for the default picture.



### II. CUSTOMING URL FB PAGE

The reason I choose contactlens.myy is to make it easy for customer to search my pages.

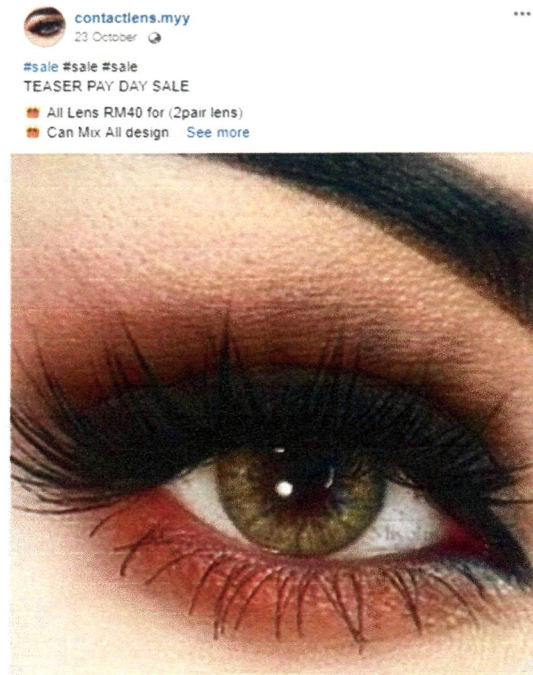


<https://www.facebook.com/contactlens.myy/>



### III. FACEBOOK POST – TEASER

- Teaser for PAY DAY SALE and make a promotion price for this special deals!



TEASER

PayDay Sales

- Teaser for new release and promotion 12.12 too!



#### IV. FB POST – COPY WRITING (HARD SELL)

**contactlens.myy**  
10 November

🔥 BUY 1 : RM25  
🔥 BUY 2 : RM40  
📦 Free Postage

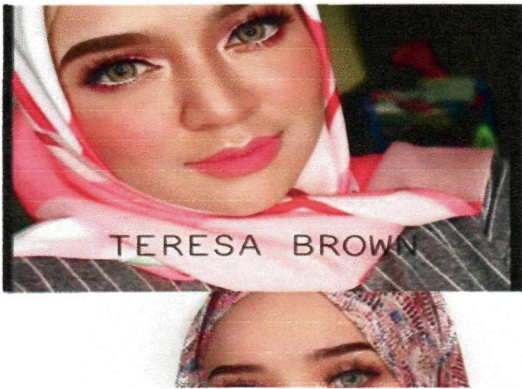
Color Available:  
 Grey  
 Brown  
 Blue

Grab now girls while stock last ! Ready stock No Power Power (please whatsapp first) ❤️

Purchase Yours Now 📦

Whatsapp sister now :  
<http://www.wasap.my/60104219176>  
 📍 Self Collect Bangi / Putrajaya

#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya #contactlenskajang #contactlensselangor #contactlenscyberjaya



**contactlens.myy** added 2 new photos  
30 October

💙 Natural and sexy look?.

I recommend Terresa Brown / Grey 🍷

1 pair RM25 only !!  
1 pair RM25 only !!

-This design have power & no power

Whatsapp sister now :  
<http://www.wasap.my/60104219176>  
 #contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya #contactlenskajang #contactlensselangor #contactlenscyberjaya

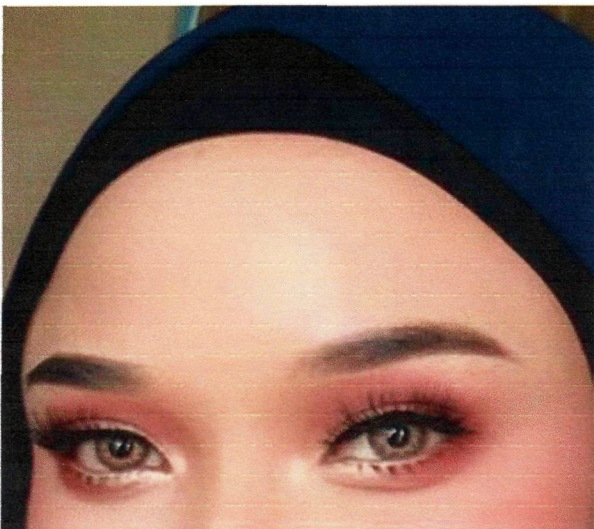


**contactlens.myy**  
6 November

1 pair RM25 only !!  
1 pair RM25 only !!

-This design have power & no power

Whatsapp sister now :  
<http://www.wasap.my/60104219176>  
 #contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya #contactlenskajang #contactlensselangor #contactlenscyberjaya



**contactlens.myy** added 2 new photos  
29 October

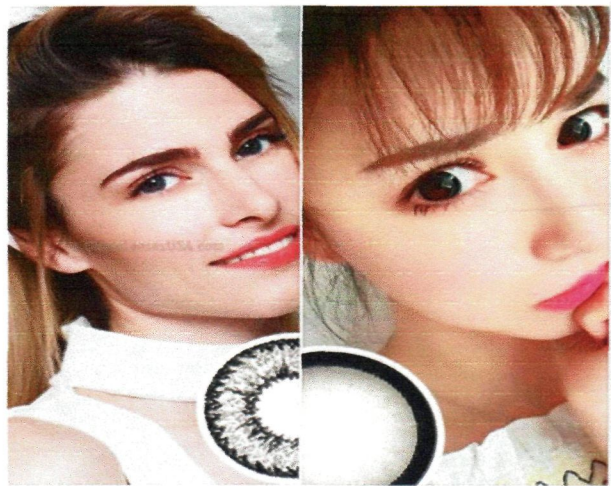
💙 BIG EYES . FOR A CUTE LOOK.

Try this beautiful design and colour 🍷

1 pair RM20 only !!  
1 pair RM20 only !!

-This design no power

Whatsapp sister now :  
<http://www.wasap.my/60104219176>  
 #contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya #contactlenskajang #contactlensselangor #contactlenscyberjaya



👍 Like    💬 Comment    ➦ Share

## V. FB POST – COPY WRITING (SOFT SELL)

**contactlens.my** added 5 new photos  
22 October

**GREY EDITION**

For those who fall in love with Grey. You guys should try this grey edition. You can choose many design, diameter from 14.5mm to big eyes 16mm 🍷

Whatsapp sis:

Whatsapp sis sekarang! untuk order:  
📞 <http://www.wasap.my/60104219176>

#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya #contactlenskajang #contactlensselangor #contactlenscyberjaya

**contactlens.my**  
27 October

👤 **BLUE LOVER?**

YOU WANT DIFFERENT LOOK ON YOUR SPECIAL DAY?

Try this beautiful design and colour 🍷

1 pair RM25 only !!  
1 pair RM25 only !!

Whatsapp sister now :  
📞 <http://www.wasap.my/60104219176>

#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya #contactlenskajang #contactlensselangor #contactlenscyberjaya

**contactlens.my** added 3 new photos  
20 October

#trusted contact lens super comfy, easy to wear and beautiful design. from RM20-30/pairs

Self collect area Bangi / Putrajaya. Ready stock 🍷

Diameter lens dari size normal hingga big eyes.

Whatsapp sis sekarang! untuk order:  
📞 <http://www.wasap.my/60104219176>

#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya

**contactlens.my** added 12 new photos  
19 October

#Promosi Korean Contact Lens latest design

Berita gembira buat yang urgent nak cari contact lens untuk nak pakai ketika photoshoot atau majlis perkahwinan sekarang boleh order dengan sis sahaja.

Self collect area Bangi / Putrajaya. Ready stock 🍷

Diameter lens dari size normal hingga big eyes.

Whatsapp sis sekarang! untuk order:  
📞 <http://www.wasap.my/60104219176>

#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya

56 Likes 2 Comments

Like Comment Share

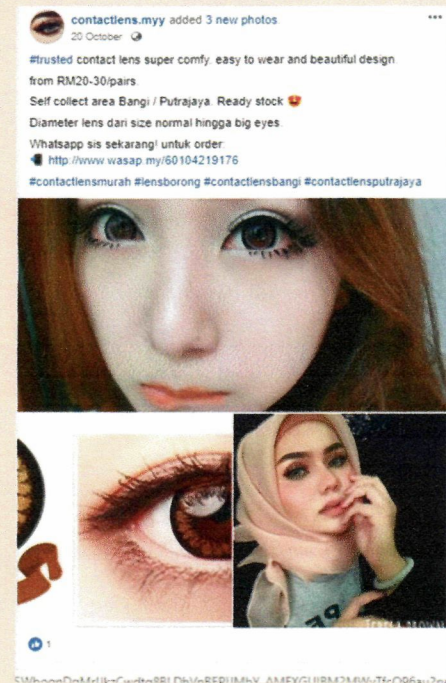
## VI. FREQUENCY OF POSTING

### POSTING 1

#Promosi Korean Contact Lens latest design  
Berita gembira buat yang urgent nak cari contact lens untuk nak pakai ketika photoshoot atau majlis perkahwinan sekarang boleh order dengan sis sahaja  
Self collect area Bangi / Putrajaya Ready stock 🍷  
Diameter lens dari size normal hingga big eyes  
Whatsapp sis sekarang! untuk order  
📞 <http://www.wasap.my/60104219176>  
#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya



### POSTING 2



### POSTING 3

contactlens.my added 5 new photos  
22 October

GREY EDITION from RM25/pair  
For those who fall in love with Grey. You guys should try this grey edition. You can choose many design. diameter from 14.5mm to big eyes 16mm

Whatsapp sis  
Whatsapp sis sekarang! untuk order:  
http://www.wasap.my/60104219176

#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya #contactlenskajang #contactlensselangor #contactlenscyberjaya

2

**POSTING 4**

contactlens.my  
23 October

#sale #sale #sale  
TEASER PAY DAY SALE

- All Lens RM40 for (2pair lens)
- Can Mix All design See more

TEASER

PayDay Sales

**POSTING 5**

contactlens.my added 5 new photos  
25 October

#salesale PAY DAY SALE  
SALE SEMPURNA DAH GAJI 🔥  
25 OCT - 7 NOV 2018 See more

67 1 Comment 1 share

Like Comment Share

**POSTING 6**

contactlens.my  
27 October

👉 BLUE LOVER?  
YOU WANT DIFFERENT LOOK ON YOUR SPECIAL DAY?  
Try this beautiful design and colour 🍷  
1 pair RM25 only !!  
1 pair RM25 only !!  
Whatsapp sister now:  
📞 <http://www.wasap.my/60104219176>  
#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya  
#contactlenskajang #contactlensselangor #contactlenscyberjaya

20K707huna=2Raid=ARkx11AndrkY 20000kA 20000kA V7k=shAkouR1A PaE

**POSTING 7**

Like Follow Share

30 October

♥ BIG EYES . FOR A CUTE LOOK.

Try this beautiful design and colour

1 pair RM20 only !!

1 pair RM20 only !!

-This design no power

Whatsapp sister now :

☎ <http://www.wasap.my/60104219176>

#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya

#contactlenskajang #contactlensselangor #contactlenscyberjaya



Like

Comment

Share

## POSTING 8

contactlens.my added 2 new photos

30 October

♥ Natural and sexy look?.

I recommend Teressa Brown / Grey

1 pair RM25 only !!

1 pair RM25 only !!

-This design have power & no power

Whatsapp sister now :

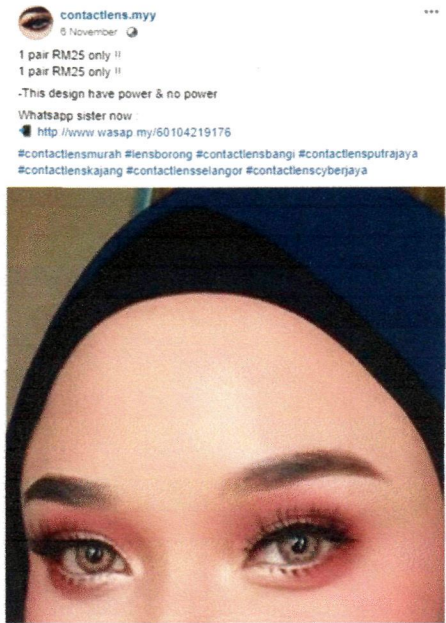
☎ <http://www.wasap.my/60104219176>

#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya

#contactlenskajang #contactlensselangor #contactlenscyberjaya



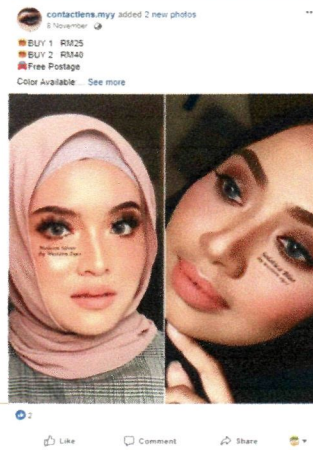
## POSTING 8



**POSTING 9**



**POSTING 10**





**POSTING 11**

 **contactlens.my**  
10 November

🛒 BUY 1 : RM25  
🛒 BUY 2 : RM40  
📦 Free Postage

Color Available:  
✔ Grey  
✔ Brown  
✔ Blue

Grab now girls while stock last ! Ready stock No Power . Power (please whatsapp first) ❤️

Purchase Yours Now 📌

Whatsapp sister now :  
📞 <http://www.wasap.my/60104219176>  
📍 Self Collect Bangi / Putrajaya

#contactlensmurah #lensborong #contactlensbangi #contactlensputrajaya  
#contactlenskajang #contactlensselangor #contactlenscyberjaya



TERESA BROWN

**POSTING 12**

 **contactlens.my**  
10 November

NEW DESIGN COMING SOON 🍷🍷

Sis will share the picture of model wear it tomorrow okay

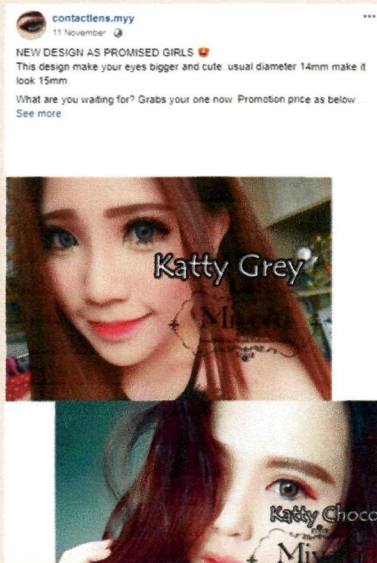
📌 This new design is 15mm diameter. ... See more



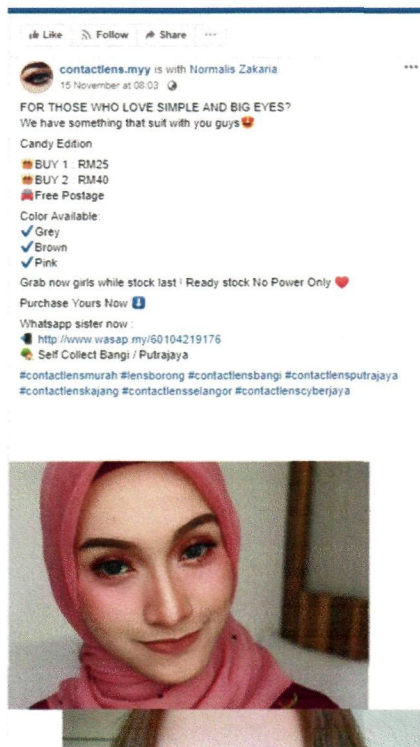
Barbie Do

❤️ NEW DESIGN ❤️  
✔ Brown

**POSTING 13**



## POSTING 14



## VII. SALES REPORT

Review and testimony from Contactlens.my lovely customer after try our lenses!

**contactlens.my**  
24 October

#contactlensmyreview  
Alhamdulillah thank you dear support 🙏 sis jual.  
#contactlensbangi

**FEEDBACK & CLB REVIEWS**  
CHOOSE US AS YOUR CONTACT LENS ADVISOR!!  
#contactlensbangi  
+6 010 421 9176

**contactlens.my**  
26 October

Thank You So Much Dear 🙏🙏  
Color2 kita inshallah semua cantik2  
Jom order sekarang bagi yang nak ordee. promo masih berjalan 🔥  
See more

**FEEDBACK & CLB REVIEWS**  
CHOOSE US AS YOUR CONTACT LENS ADVISOR!!  
#contactlensbangi  
+6 010 421 9176

**contactlens.my**  
1 November

Thank You So Much Dear 🙏🙏  
Sis Jual  
Jom order sekarang bagi yang nak ordee. promo masih berjalan 🔥  
#contactlensbangi #contactlens #iensputrajaya #contactlensmurah

**FEEDBACK & CLB REVIEWS**  
CHOOSE US AS YOUR CONTACT LENS ADVISOR!!  
#contactlensbangi  
+6 010 421 9176

**contactlens.my**  
9 November

Thank You So Much Dear 🙏🙏  
Sis Jual  
Jom order sekarang bagi yang nak ordee. promo masih berjalan 🔥  
See more

online  
23/11/2023  
TODAY  
ok dpt 20:12 ✓  
Thank You sis, Dah sampai #fastservice 20:17  
thnak you dear jual 20:12 ✓

## TESTIMONI

Like Comment Share

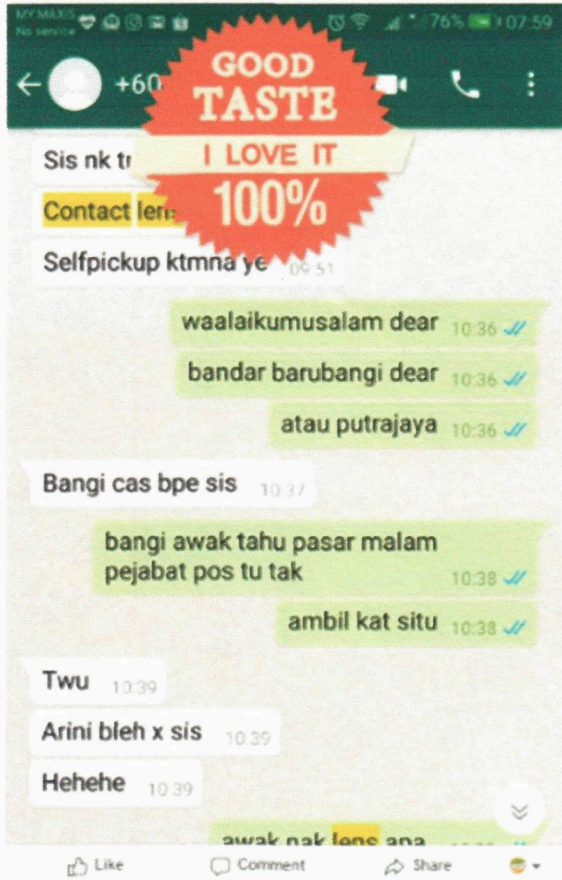
**contactlens.my**  
 15 November at 07:54  
 Thank You So Much Dear 🥰  
 Sis Jual.  
 🛒 1 pair RM 25.00  
 🛒 2 pair RM 40.00... See more



## TESTIMONI

Like Comment Share

**contactlens.my**  
 12 December at 06:02  
 Morning 🌞  
 For those who stay nearby Bangi or Putrajaya can self pick up or COD with sis  
 No charge applied... See more



Like Comment Share