

51320



SOCIAL MEDIA PORTFOLIO

Faculty : **BUSINESS MANAGEMENT**
Program : **BBA (HONS) HUMAN RESOURCE MGMT**
Program Code : **BM243**
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Submitted to

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ACKNOWLEDGEMENT

First and foremost, Alhamdulillah and most grateful to Allah S.W.T for the completion of this Social Media Portfolio as one of the requirements that need to be accomplish in the course work assessment for the course subject "Principles of Entrepreneurship" ENT 530

Special thanks to our dearest lecturer Puan Hajjah Zanariah Binti Zainal Abidin for the tips and providing useful information in order to help us during the process of completion of this project work. Without her guidance, I may not be able to complete the portfolio.

Although there are challenges that i have to face and the most challenging part is the time I need to spend in creating Facebook page. I've struggled juggling with times (due to work commitment and outstation) and did challenged myself to developed time management. Alhamdulillah I managed to overcome and organized my time very well. This social media portfolio plan is somehow another version of business plan coursework that covers organization, marketing, operation and financial information needed by a new entrepreneur as a guide to start the business. This was an advantage for me in developing social media portfolio and to practice my ability and interests in different way instead of thinking and memorizing theory and facts inside the classes. In addition, this social media portfolio encouraging my effort on becoming and educate to succeed in business field.

Last but not least, to those who had involved and contributed directly or indirectly to this social media portfolio, I am very grateful that I'm successfully completed the portfolio on the time given.

EXECUTIVE SUMMARY

The company *Girl thing* is owned by my sisters and I who is in charge in Marketing, Merchandise Controller and Logistics (item postage). The idea of getting this name of the company is due to my passion and addiction to beauty and make ups. I love to look at the best and latest products in stores (and online), and try at home and do it tutorial myself (for company Annual Dinner, etc). I really think that this is useful for make up beginner and to career woman and yes I decided to create a place where I could sell all of my favorites and recommendation.

The company *Girl thing* focuses beauty and make up products in Damansara area. The idea of getting this name of the company is due to my passion and addiction to beauty and make ups. I love to look at latest product and things in stores (and online), and try at home and do it tutorial myself (for company Annual Dinner, etc). I really think that this is useful for make up beginner and to career woman and yes I decided to create a place where I could sell all of my favorites and recommendation.

The company *Girl thing* offers makeup products, skin care products, hair care products, and professional tools and brushes. And in the near future, I would like to provide make up service for events. Our market is anyone who wears makeup, especially women. We realize this market is large, but intend to stratify our marketing plan to target the younger segment.

OUR OBJECTIVE

“Creating the Beauty Experience”

Our target grew up with the internet in her hand, reviewing best products to purchasing them in store, writing blogs and sharing selfies throughout lifestyle.

OUR TARGET AUDIENCE

- Women,20-45
- Technology savvy and makeup enthusiasts
- Heavily influenced by online and interactive media

BUSINESS BACKGROUND

Name of Business: **Girl Thing**

Address: 685, Jalan Damansara
60000 Kuala Lumpur

Email/Website: **www.girlthing.com.my**

Main Business Activity: Online make up store

Girl thing

