



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**INDIVIDUAL PROJECT**

**COURSE: PRINCIPLE OF ENTEREORENEURSHIP**

**CODE: ENT 530**

**PROJECT: SOCIAL MEDIA (FB)**

**NAME PAGE BUSINESS: ROCKY SOCKS**

**GROUP: NBH6B**

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**(2016266958 / NBH6B)**

## TABLE CONTENTS

<u>CONTENT</u>	<u>PAGE</u>
<b>i. Introduction of business</b> .....	5
• Name and address of business .....	5
• Organization Chart .....	5
• Mission and Vision.....	5
• Description product/services.....	6
• Price List.....	7-9
<b>ii. Facebook (FB)</b> .....	10
• Creating Facebook (FB) page .....	10
• Costuming URL Facebook (FB) page.....	12-13
• Summary of Like.....	13-16
• Facebook (FB) Post - Teaser .....	17-19
• Facebook (FB) Post – copywriting (Hard Sell).....	20-22
• Facebook (FB) Post – copywriting (Soft Sell) .....	23-26
• Frequency of posting .....	27-33
• Sales of Posting.....	34
<b>iii. Conclusion</b> .....	40

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Special thanks to my parents and wife in supporting us to complete this portfolio by help sell my business product. This portfolio has been prepared with cooperation and support from many people. Besides, not to forgotten to my lectures which are Madam Zanariah binti Zainal Abidin and kindness in helping me during the process of completion of this social media business work. She has given me good services by providing useful information. Without her, I would not be able complete this portfolio.

Through this problem I manage to become more organize and mature in dealing with problems that occur during my business. This portfolio covers social media business using Facebook, sales revenue, creating soft sell, creating hard sell and create teaser to attract customer.

Lastly, to the who had involved and contributed directly or indirectly to this portfolio. I am very grateful to them for effort and initiative that they have shown in my business until successfully completed my portfolio report. I apologize to all other unnamed person who helped me various ways to complete this portfolio and we hope this social media business and portfolio report can give little bit about Entrepreneurship word and fact about how to become an entrepreneur in future,

## EXECUTIVE SUMMARY

Rocky Socks is a business that carries out online business for socks product. Socks products consists of inspired for all design and good quality products. This business is created to provide an opportunity to all customers who love the many design and good quality clothes, want to have them at affordable prices. Apart from selling products to consumers, Rocky Socks also provides useful info and tips to socks customer.

Retaining Rocky Socks customers is a very strong suit for this business and so we have strategies in place to ensure that our customers remain happy with our products and services. This can be achieved if we employ the best customer services executives who are adept at handling orders, promptly attending to complaints and inquire. We also intend to provide a listening ear to our clients for feedback that will help make the company progress. Problem for issue is no socks in market to protect feet. What designed to? The answer is to protect the customer during competition. The challenges are competition with established brands.

In addition to reinforcing strategies for maintaining customer loyalty towards Rocks Socks expanding and exploring ways to promote this online products and services business in social media is important. Skill and ways to known how to attract customer are important. I also create Facebook to expand my business through social media and learn how to post Facebook post business whether teaser product, soft sells and hard sell. I also must raise the revenue at least RM 20 and above prudent spending for any product to avoid profit falls.

Actually I have service and product communicate plan to promote the products. The lowing closed socks and design will provide is sure to appeal to customer throughout the Shah Alam especially Selangor area.

i. INTRODUCTION TO BUSINESS

- **Name and address of business**

Rocky Socks

Lot 129609 B, LRG HJ KASSIM BT 7, KG JALAN KEBUN,42450 SHAH ALAM,  
SELANGOR.

- **Organizational Chart**



**Owner**

**Meor Shaiful Bin Shahrudin**

- **MISSION/VISION**

Rocky Socks vision to be the first choice of customers and consumer in Shah Alam create benchmark in quality standard in the socks industry by observe demand on more design socks also sustain the long- term success.

Rocky Socks mission is to ensure the highest quality flowers products and the best possible services to customer and consumer. Rocky socks will continuously