



اَوْنِيُوْ سِيْتِيْ بَاتِيْ كُوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**INDIVIDUAL PROJECT**  
**COURSE: PRINCIPLES OF ENTREPRENEURSHIP**  
**CODE: ENT 530**  
**PROJECT: SOCIAL MEDIA (FB)**  
**NAME OF PAGE BUSINESS: BOUGASCHANTEK**

**GROUP: NBH6B**

**PREPARED BY:**

<b>NAME</b>	<b>MATRIX NO.</b>
<b>Nur Asyiqin Binti Mohamed Anibfah</b>	<b>2016868534</b>

**PREPARED FOR:**

**PUAN ZANARIAH BINTI ZAINAL ABIDIN**

**Submission Date: 26 May 2019**

## 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 thanks to my family that always giving me their support and motivation to complete my portfolio by promoting my page and my product to their friends. Furthermore, this portfolio was prepared with the corporation and helps from many people including my lecturer Madam Zanariah Binti Zainal Abidin because kindness in giving me the information and guidelines to complete this portfolio.

Through this portfolio, I be able to learn and manage how to run online business in proper way by using Social Media which is Facebook. Finally, from this assessment I gain a lot of knowledge to get customer with interactive advertising and skill such as from teaser, soft sell and hard sell method.

## EXECUTIVE SUMMARY

Bousgaschantek is a business that carries out online business for local brands and be alongside with international brands, eventually. This product is to help customer that looking local brands that have a same quality with the internationals brands also affordable prices. Not only selling the product, but the brands also provides useful info and tips about skincare.

To get the trust from customer, our business has strategies plan to ensure the customer will remain happy and trustworthy. We will try to reply all the DM, WhatsApp, or comment at Facebook as soon as possible. We also will give the best services to customers-for handling order or listen to any complaint.

To maintain the business and to make sure the business can expand time to time, we will be exploring the ways to promote this online product and in social media ways. Firstly, we will start by giving teaser, so that the customer will feel excitement to know and wait for the product that are up coming. Second, is soft skills, that give a criterion of the product and give you the idea for what the product is. Lastly, hard sell skills, to give customer to attract to buy the product.

Bougaschantek can be expanded in future by this entrepreneurial knowledge and can be the successful business.

## TABLE OF CONTENT

CONTENT	PAGE
<b>Body of the Report</b>	
<b>i. Introduction of business</b>	<b>1</b>
<ul style="list-style-type: none"> <li>• Name and address of business</li> <li>• Organization Chart</li> <li>• Mission / Vision</li> <li>• Descriptions of products / services</li> <li>• Price List</li> </ul>	<b>1</b> <b>1</b> <b>1</b> <b>2</b> <b>2</b>
<b>ii. Facebook (FB)</b>	
<ul style="list-style-type: none"> <li>• Creating Facebook (FB) page</li> <li>• Costuming URL Facebook (FB) page</li> <li>• Facebook (FB) post – Teaser</li> <li>• Facebook (FB) post – Copywriting (Hard Sell)</li> <li>• Facebook (FB) post – Copywriting (Soft Sell)</li> <li>• Frequency of posting</li> <li>• Sales Report</li> </ul>	<b>4</b> <b>5</b> <b>11</b> <b>13</b> <b>16</b> <b>19</b> <b>23</b>
<b>iii. Conclusion</b>	<b>26</b>

## **BODY OF THE REPORT**

### **i. Introduction of business.**

- **Name and address of business**

Name of this business is Bougaschantek

This business address is No.94 Persiaran Taman Melati, Taman Melati, 53100 Kuala Lumpur.

- **Organizational Chart**



**Owner**

**Nur Asyiqin Binti Mohamed Anibfah**

- **Mission**

Bougaschantek mission is ensuring to provide a skin care product that not only exceed our local customer's expectations woman or men but also make them strive to build a sustainable relationship with us.

- **Vission**

What drives us sharing the knowledge necessary to make great natural skin care products. Our vision is to pprovide the ability and means for anyone who chooses to make their own products that are just right for them or their business.