



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
 UNIVERSITI
 TEKNOLOGI
 MARA

INDIVIDUAL PROJECT

COURSE: PRINCIPLES OF ENTREPRENEURSHIP

CODE: ENT 530

PROJECT: SOCIAL MEDIA (FB)

NAME OF PAGE BUSINESS: BEAUTY SERIES VALET

GROUP: NBH 6A

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ACKNOWLEDGEMENT



Primarily I would thank to Allah S.W.T for being able to complete my Social Media Portfolio which is one of the requirements that need to be accomplish in the course work assessment for subjectcode ENT 530.

I would also like to extend my gratitude towards my family as they always giving me their support to complete my portfolio by promoting my page and my product to their friends. Also, this portfolio was prepared with the corporation and helps from many people including my lecturer Madam Hjh Zanariah Binti Zainal Abidin for being kindness in giving me the informative info to complete this portfolio.

Through this portfolio, I able to learn and manage how to run online business in proper way by using Social Media which is Facebook. Also, from this assessment I able to understand how to manage the business page by using a correct method such as soft sell, hard sell and many more.

EXECUTIVE SUMMARY

Beauty Series Valet (BSV) is a business that carries out online business for perfumes products which is the smell of the perfumes was not being taken from any perfumes in the market as it is made with a combination of local flower and fruits. The establishment of this business is to provide an opportunity to all customers who have the intention to wear a perfume which is affordable and quality. Most of the perfume in the market were expensive especially those imported brands. Hence, we would love to produce a product that could be on par with those branded perfume but affordable. Apart from selling products to consumers, Beauty Series Valet also provides useful info and tips to all customers which basically about how to choose the right perfume, which smells suit our personality, how many types of perfume and many more as it will help to be more educated in terms of having a perfumes in our life.

In order to retain existing customers to repeat on buying our products, we have few strategies which to ensure our customers were happy and satisfy with the quality of our products which is like hiring an experience customer service executive. By hiring an experience customer service executive, this would help to attract more customers as they are able to assist them in a professional way especially when introduce our product to them. Apart from that, we also would love to receive any feedbacks given by the customers as it will help to improve our products from time to time to be much better.

There are few skills which able to help a business maintain its expansion with their existing customers by doing some teaser before launching a new product, using a soft sell skill which educated customers with our products in terms of the ingredients, usage and some useful information as well using a hard sell skill whenever necessary especially during festive occasion like Christmas eve and others which suitable to attract more people to buy our products during that time. Not forget the way we are promoting our pages would also necessary as it will help to make known our brand to the public. All skills are essential for BSV to achieve its goal especially on producing a quality perfume which able to satisfy all the customers.

BSV will continue to produce a quality and affordable perfumes to all its customer from time to time regardless the location in the future.

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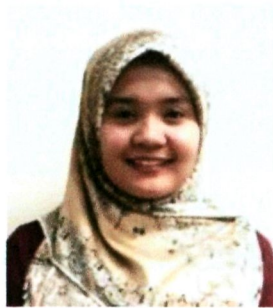
i. **Introduction of business.**

- **Name and address of business**

Name of this business is Beauty Series Valet. This business address is No. 45, Jalan SP 10/10. Royal Ivory, BSP Avenue, Bandar Saujana Putra, 42610 Jenjarom, Selangor. This business is only operated and owned by one person only which most of the task will be covered by her such as follows: -

- Manage and update the Facebook Business Page account of BSV
- Promoting the product
- Prepare the content and information of the soft sell details
- Record the cash flow of the sales report
- In charge on handling the postage or cash on delivery to the customers.

- **Organizational Chart**



Owner

Nur Ezzureen Binti Noraziazam

- **Mission and Vision**

Beauty Series Valet mission is to produce a quality and affordable perfumes which able to engage more business venture with other names especially related to perfumes and able to build a strong relationship with all the customers. Our vision is to lead the market of the perfume business not only in Klang Valley, but as well entire Malaysia will be achieved since we have prepared a planning for this business to grow and expand.