



اَوْنِيُوْزْ سِيْتِي تِي كُونُوْ كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# **PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

## **SOCIAL MEDIA PORTFOLIO**

**FACEBOOK PAGE: ARLUNA SKINNY HOMEMADE SOAP**

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## ACKNOWLEDGEMENT

Bismillahirrahmanirrahim.

Alhamdulillah, I most grateful to Allah SWT for the completion of this Social Media portfolio for ENT530 subject. This is also one of the requirement that need to be accomplish in the course work assessment.

Special thanks to my beloved family especially my husband for keep on supporting me to complete this portfolio by help me to market my business product. This portfolio has been prepared with the cooperation and fully support from many peoples. Besides, not to be forgotten to my supportive lecturer, Madam Zanariah binti Zainal Abidin for helping me during the process of completion of this social media business work. She has given me a useful information and guidance and without her contribution, I would not be able to complete this portfolio.

Through this assessment, I manage to become more organize and mature in dealing with problems that occur during my business journey. This portfolio teaches me a lot on how doing social media business in Facebook, sales revenue, creating soft sell and hard sell and creating teaser to attract customer buy my product.

- Lastly, I am really thanks and grateful to those who had involved and contributed directly and indirectly to this completed portfolio. Thank you for the 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 in various way and I do hope that this social media business and portfolio report can give me at least a basic about Entrepreneurship world and fact about how to become a successful entrepreneur in future. In shaa Allah.

## EXECUTIVE SUMMARY

Arluna Skinny Homemade Soap (ASH) is a standard soap production based in Klang, Selangor. The business focused on selling natural homemade bars of magic soap. The homemade bars of soap are made with only natural ingredients such as lemongrass, ginger, cloves and black pepper. This magic soaps are created and produced in small batches to ensure the quality.

ASH clients is customers identifying a family especially residence around Klang and Shah Alam area who have no enough time to go to the beauty spa for body massage. ASH also targeting busiest people because we have delivery services of our product to customer's place. ASH offer a long lasting smell and it is a natural care for gas tract.

Across Klang particularly the ASH business has seen started begin October 2019. Klang is an area most that working couple and housewife since it is a big residential area. There is a lot of house and office located around this area and it is nearby industrial area in Kota Kemuning, Shah Alam.

Arluna Skinny Homemade Soap marketing strategy is to emphasize the quality and price of product and services. ASH offer the reasonable price to let all range of peoples afford to buy this magic soap. Thus, I develop marketing strategy that gives attraction to buy ASH product.

The management of ASH consists of two workers which are mine Aziahanim binti Azah and Muhammad Muhaimin Bin Mohd Shahrin as an assistant in everything. He is also the second owner of ASH business. I created an account in Facebook to expand my business through social media and learn how to frequently posting in Facebook page for business product whether teaser, soft sell and hard sell. I also must raise a minimum amount at least RM61 and above and prudent spending for my product to avoid profit falls.

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## I. INTRODUCTION TO BUSINESS

- **Name and address of business**

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- **Organizational chart**

