



اَوْنُوْ سِيْتِيْ تِيْكَوْ لُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

## ENT530-SOCIAL MEDIA PORTFOLIO

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## **ii- ACKNOWLEDMENT**

The success and final outcome of this assignment are required a lot of guidance and assistance from many people and I extremely fortunate to have a got this all along the completion of my assignment work. Whatever that I have done is only due to such guidance and assistance and I would not to forget to thank them. I am respect and thanked Madam Zanariah for giving me an opportunity to do this assignment work and providing us all support and guidance which made me to complete the assignment on time. I feel so grateful to Madam Zanariah for providing such the nice supports and guidance to us.

I am really grateful because I was managed to complete this assignment within the time given by Madam Zanariah. This assignment cannot be completed without the support my family and helps from my friends. Last but not least, I also want to thank to all my friends in media social that helps me to support and their willingness to spend some time for my business in my Facebook page.

### **iii- EXECUTIVE SUMMARY**

Bougasehbeauty\_ offers the local skincare products for the person who had a problem with their skin such as pimples, pigmentation, blackhead and whitehead. The products are comes with Serum, Cleanser and Face scrub that can helps people to get their flawless skin with the complete skincare products.

Bougasehbeauty\_ customers are not only focus to the women that have a problem skins, but it also can used by the men who have skin problems. With affordable price, this skincare product can be purchased by all stages that's not only target for working people but it also can purchased by students. Bougasehbeauty\_ also offers the free delivery services to some place for the peoples who did not want to use delivery by courier that need to wait for 1 to 3 days of delivery and pay for the delivery charges instead of they can get free delivery to their home or workplace at get at any time after placed their order.

Bougasehbeauty\_ business has seen a started begin September 2019 in Batu Caves. Batu caves is an area that have a high population with various races such as Malay, Chinese and Indian that some of them will apply a good skincare product for their skincare daily routine with affordable price.

Bougasehbeauty\_ marketing strategy is to emphasize the quality and price of the products. Bougasehbeauty\_ offers the affordable price for these three product because many people willing to buy the good products but in the cheaper price according to this economic situation nowadays. Thus, I develop marketing strategy that gives attraction for customer to buy Bougasehbeauty\_ products.

The management of Bougasehbeauty\_ consists only one worker it was me Nor Zarifah binti Hazizan that manage all of the business because I run the business only at home and focus on social media. So, I have created a Facebook page to expand my business through social media and learn how to post facebook post for a business product whether teaser poster, soft sell and hard sell.

## **TABLE OF CONTENTS**

<b>CONTENTS</b>	<b>PAGES</b>
COVER PAGE	1
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENT	4
i. BUSINESS REGISTRATION (SURUHANJAYA SYARIKAT MALAYSIA)	5
ii. INTRODUCTION OF BUSINESS <ul style="list-style-type: none"><li>● Name and address of business</li><li>● Organizational chart</li><li>● Mission/vision</li><li>● Description of products/services</li><li>● Price list</li></ul>	5 - 8
iii. FACEBOOK (FB) <ul style="list-style-type: none"><li>● Creating Facebook (FB) page</li><li>● Customing URL Facebook (FB) page</li><li>● Fcaebook (FB) post- teaser</li><li>● Facebook (FB) post- soft sell</li><li>● Facebook (FB) post- hard sell</li><li>● Frequency post</li><li>● Sales report</li></ul>	9 - 27
CONCLUSION	28
RUBRICS	29-33

## I. BUSINESS REGISTRATION (SURUHANJAYA SYARIKAT MALAYSIA)

## II. INTRODUCTION TO BUSINESS

- Name of business : Bougasehbeauty\_
- Address of business : No 65, Jalan Jasa 2, Taman Jasa, 68100 Batu Caves, Selangor.
- Organizational Chart :



**OWNER**  
**NOR ZARIFAH BINTI HAZIZAN**