

اَوْنِبُوْا سِيَّتِيْ تَيَكُنُوْا لِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

INDIVIDUAL PROJECT

COURSE: PRINCIPLE OF ENTREPRENEURSHIP

CODE: ENT530

PROJECT: SOCIAL MEDIA (FB)

NAME OF PAGE BUSINESS: BEAUTY SHOPPE BY SYIRA

GROUP: NBH6A

PREPARED BY:

NAME	STUDENT ID
Nur Syahirah Amirah binti Sabdin	2016880682

PREPARED FOR:

PUAN ZANARIAH BINTI ZAINAL ABIDIN

Submission Date: 15 December 2019

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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 wish for to my family because always giving their support to complete my portfolio by promoting my page and my products to their friends. Also not to forget, 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 informative info to complete this portfolio.

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

EXECUTIVE SUMMARY

Beauty Shoppe by Syira is a business that carries out online business for skincare products. Skincare products consist of Facial Cleanser, Facial Scrub and Advanced Serum. This business is created to provide an opportunity to all customers who have skin problems and looking for a skincare that helps their skin from breakouts. Apart from selling products to consumers, Beauty Shoppe by Syira also provides useful info and tips on how to apply the skincare and the skincare routine to its customers.

Retaining Beauty Shoppe by Syira 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 service executives who are adept at handling orders, promptly attending to complaints and inquiries. We also intend to provide a listening ear to our clients for feedbacks that help the company progress.

In addition to reinforcing strategies for maintaining customer loyalty towards Beauty Shoppe by Syira, expanding and exploring ways to promote this online products and service business in social media is important. Skills and ways to know how to attract customers are important. Start by, giving teaser a customer to give the customer a sense of excitement to know which product to sell. Next, the skills to make soft sell to give you an idea of exactly to customers to attract customers continue to buy promoted products.

Beauty Shoppe by Syira can further enhance this entrepreneurial knowledge to further develop this business in the near future.

TABLE OF CONTENT

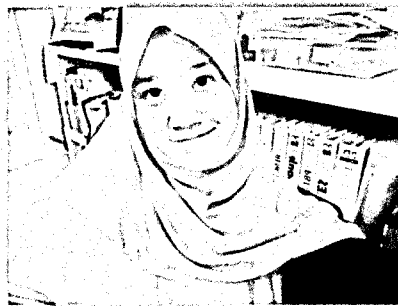
CONTENT	PAGE
Body of the Report	
i. Introduction of business	
- Name and address of business	1
- Organization Chart	1
- Mission / Vision	1
- Description of products / services	2
- Price list	3
ii. Facebook (FB)	
- Creating Facebook (FB) page	4
- Costuming URL Facebook (FB) page	5
- Facebook (FB) post – Teaser	8
- Facebook (FB) post – Copywriting (Soft Sell)	10
- Facebook (FB) post – Copywriting (Hard Sell)	12
- Frequency of posting	15
- Sales Report	17
iii. Conclusion	21

i. **Introduction of business**

- **Name and address of business**

Name of this business is Beauty Shoppe by Syira. This business address is No 20 Kampung Pasir Sungai Terap, 31000 Batu Gajah Perak Darul Ridzuan. This business is only conducted by one staff member and she is the owner of this business. As the only person in charge of doing this business, the task of the Beauty Shoppe by Syira owner is to manage and update the Facebook account of "Beauty Shoppe by Syira" by promoting the product released. In addition, record buyer details and record cash-flow and entry by providing sales reports. Lastly, she as a person who manages postage and "cash-on-delivery" (COD) items by the customer.

- **Organizational Chart**



Owner

Nur Syahirah Amirah Binti Sabdin

- **Mission and Vision**

Beauty Shoppe by Syira mission is to ensure provide a list of skincare that not only exceed our domestic customer's expectations but also to raise the numbers of customer loyalty and trustworthy. Our vision is to be a number one leading skincare products business in Ipoh and Batu Gajah as well as the whole of the Perak and Penang will be achieved as we put together the best strategies to ensure that these goals and mission are achieved.