



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا
 UNIVERSITI
 TEKNOLOGI
 MARA

INDIVIDUAL PROJECT

COURSE: PRINCIPLES OF ENTREPRENEURSHIP

COURSE CODE: ENT 530

PROJECT: SOCIAL MEDIA (FACEBOOK)

NAME OF PAGE BUSINESS: WIPEAWAYBYHONEY

GROUP: NBH6B

PREPARED BY:

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- TOC - complete
- y & m - bit in seq.
- poor description
- Had sell - first & many contact info
- S. sell - wrong

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 wish to my family because always giving me their support to complete my portfolio by promoting my page and my product to their friend. Also, 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 be able to learn and manage how to run online business in proper way by using Social Media which is Facebook. Also, from this assessment a lot of knowledge I gain in order to get customer with interactive advertising and skill such as from teaser, soft sell and hard sell method.

EXECUTIVE SUMMARY

OLDAM is a business that carries out online business of makeup remover that come in wet tissue. The products consist of organic wet tissue that used to remove the makeup. This business is created to provide an opportunity to all customers who love the quality and easy way to remover their makeup anytime or anywhere with affordable prices. Apart from selling products to consumers, OLDAM also provides useful info and tips to our customer on how to take care about their skincare routine.

Retaining OLDAM'S customers is a very strong and 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 will help make the company progress. In addition to reinforcing strategies for maintaining customer loyalty towards OLDAM, expanding and exploring ways to promote this online product and services 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 what the product is going to sell in the right way. Last but not least, hard-sell-making skills to customers to attract customers continue to buy promoted products. OLDAM wet tissue can further enhance this entrepreneurial knowledge to further develop this business in the near future.

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