



اَوْنِبُوْرَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ مَارَا

UNIVERSITI TEKNOLOGI MARA

SOCIAL MEDIA REPORT



YOUNG LIVING BY HAZLYANA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

PREPARE BY:

NAME	SITI HAZLYANA BINTI MOHAMAD KHAIRI
METRIC NO.	2020448972
GROUP	ENT530Z
PROGRAMME	BA242

PREPARE FOR:

MADAM SITI ZAITON BINTI SAADAM

ACKNOWLEDGEMENT

First of all, I would like to express my gratitude toward our ENT530 lecturer, Madam Siti Zaiton Binti Saadam, who have been helping and guiding me a lot to finish this project. She provides the guideline and show the requirement through Whatsapp and Google Meet during our class session. Without hesitating, she also shares her knowledge with us on doing the social media portfolio until we are able to create my own Facebook page.

Secondly, I also would like to thank my friends and classmates that also helped me in doing this social media portfolio by sharing their knowledge and expertise. Without the helps from my lecturer and friends, I may not be able to complete this task gracefully.

Lastly, I would like to thank my parents who always give me motivation and support me by giving ideas and promoting my Facebook page to their friends.

EXECUTIVE SUMMARY

Young Living is the business that sell various of plant based essential oil and diffuser. The scents of the essential oil can make the customers fall in love with our essential oil. I started this business because there are not lot of people sells diffuser and essential oil in Malaysia. This business I started in April 2021. The Young Living name come up as we used essential oil that are plant based which give a lot of benefit and lead you a healthy lifestyle. A healthy lifestyle means that we will live our life as how we should live when we were young.

The purpose of running this business is to promote the benefit of using plant based essential oil that people rarely use in their everyday life. As we maintained the quality of the product with a suitable price, our target market is basically a whole family. A father, mother, children or even grandparents. This can give everyone the chance to gain benefits of the essential oil.

So far, Young Living has launched two types of products. First one is the diffuser with a different design but same function and the second one is 10 types of different scents and benefits of essential oil. These two products work well together as the essential oil need to be diffuse all around the house. The best way to use our essential oil is to diffuse it around the house so everyone can gain the benefits.

TABLE OF CONTENT

Contents

1.0	GO E-COMMERCE REGISTRATION.....	1
2.0	INTRODUCTION OF BUSINESS.....	2
2.1	NAME AND ADDRESS OF BUSINESS	2
2.2	ORGANIZATIONAL CHART	3
2.3	MISSION AND VISION OF THE BUSINESS	4
2.4	DESCRIPTION OF THE PRODUCT	5
2.5	PRICE LIST OF PRODUCTS.....	6
3.0	FACEBOOK (FB)	8
3.1	CREATING FACEBOOK PAGE.....	8
3.2	CUSTOMING URL FACEBOOK PAGE	9
3.3	FACEBOOK POST – TEASER	10
3.4	FACEBOOK POST – COPYWRITING (HARD SELL)	14
3.5	FACEBOOK POST – COPYWRITING (SOFT SELL).....	22
4.0	CONCLUSION.....	30

2.0 INTRODUCTION OF BUSINESS



Figure 2.0 Young Living Official Logo

2.1 NAME AND ADDRESS OF BUSINESS

Name of business: Young Living

Address of business: Ground Floor, Tower 7, Avenue 3, 8, Jalan Kerinchi, Bangsar
South, 59200 Kuala Lumpur

Email address: sitihazlyan@gmail.com

Telephone number: 011-11773023

Form of business: Sole proprietorship

Main activities: Health and Wellness