



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS MANAGEMENT FINANCE (HONS)

COURSE:

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO (CARYA COSMETICS)

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ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious and The Most Merciful. Alhamdulillah, all praises to Allah S.W.T for His blessings and strength for me in completing this social media portfolio. For these few months and weeks, I have tried my best to complete this task on time. This success would not have been possible without the valuable guidance, help, and contribution of several people during this portfolio's preparation and completion stages.

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Besides that, I would like to thank all my classmates and UiTMs students for supporting me throughout making this portfolio. They also have given me a lot of advice and wisdom to go through this task amid this pandemic.

On top of that, as a token of appreciation, I would like to give to my family, who always understands my situation, especially on Online Distance Learning (ODL). Without their understanding and moral support, I might not be able to complete this task successfully.

Lastly, thank you to all who have to help and contribute their idea and motivate me in the process of completing this task. May Allah bless all of them. I hope this portfolio is to meets all the requirements and will become beneficial for everyone.

Thank you.

EXECUTIVE SUMMARY

Carya Cosmetics is an online business that focuses on selling cosmetic products. The product name is Carya Cosmetics. The specialty of the Carya Cosmetics brand is that I am focusing and suggesting a good product that can be used by all people especially woman out there. Carya Cosmetics have so many kinds of makeup set that suitable in certain age. Carya Cosmetics aims to make every girl more confident and beautiful.

The management of Carya Cosmetics, I am the one who handles everything in terms of managing my Facebook Page to promote and attract customers. So far, I had purchase four sets of makeup sets. The first time I became a business person who has no experience in terms of entrepreneurship. Nevertheless, as an entrepreneur, I still put on efforts to make my business run smoothly and let the people satisfied with the cosmetic product.

Carya Cosmetics products can be said as an expensive product as it is designed by maintaining the quality. People nowadays have much commitment in their lives, making them not interested in trying and buying Carya Cosmetics products. In that case, I had chosen Carya Cosmetics brand as my selected product. Since I had sells it online, I can interact with other people and my potential customer about their makeup problems.

This report provides the promotional of the product on social media to introduce the product and the brands of Carya Cosmetics, starting with creating the Facebook page, the URL of the page, the teaser, soft sell, and hard sell.

I need to make some plans and come out with many ideas to promote the product. Create something that can attract and fulfill customer satisfaction throughout Malaysia.

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SEMESTER MARCH – AUGUST 2021
ENT 530 (PRINCIPLES OF ENTREPRENEURSHIP)
SOCIAL MEDIA PORTFOLIO REPORT
FB PAGE REPORT SUMMARY

Name	:	Nazatul Najihah Binti Azman
Matric Number	:	2020866174
Class	:	ENT530Z
Name of Product	:	Carya Cosmetics
Date	:	19 April 2021

	ITEMS	DETAILS
1	Number of FB Page	Carya Cosmetics
2	Number of FB Like	63
3	Number of Teaser Post	7
4	Copywriting – Hard Sell	16
5	Copywriting – Soft Sell	16
6	Status of Go E-commerce Portal Registration	Yes