



اَوْنَبُوْرَسِيْتِي تَيْكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLE OF ENTRPENUERSHIP (ENT530)

ASSINGMENT: SOCIAL MEDIA PORFTFOLIO



VIAGGIO BAG

PREPARED BY:

NAME: MUHAMMAD IZDIHAR FADHLI BIN RAMLY

STUDENT ID: 2020872352

GROUP: BA249

LECTURE: SITI ZAITUN SADDAM

ACKNOWLEDGMENT

First, I would like to express my gratitude to Allah SWT for enabling me with strength to complete this assignment of social media portfolio on time and successfully follow all the instructions and rubric to complete this assignment.

Therefore, I would like to acknowledge with thanks, the individuals who had guided me in making this assignment. Firstly, I would like to thanks to my Principle of Entrepreneur's lecture, Madam Siti Zaitun Saddam. She has guided me and my classmate on how to complete this assignment throughout this semester. With her guidance and lecture, I am able to gain numerous new knowledge regarding the business and entrepreneurship that is useful to practice in our life. Besides, I think the knowledge that we gain is very helpful if we intend to start a business.

Next, I also would like to express my big thanks to my parents that keep motivating and guide me especially during this online semester that required us to study online. Don't forget all my friends that help me in completing this assignment by sharing notes and guidance. I appreciated it so much. Thank you.

EXECUTIVE SUMMARY

Viaggio Bag is an online business that is proposing a comfortable and wonderful experience to all traveller out there. We are using Facebook platform to promote and advertising our product to our target customer. A Facebook is very friendly user as it easy to use and equipped with many facilities to use as we can make a posting in the wall also through Facebook story. Nowadays, Facebook has been used worldwide, thus it increases our target customer as this platform is able to connect two people in any situation and wherever we are.

Our main idea is we would like to enlighten society that investment for our good quality product is totally worth it. Especially to people who wants their travel to be more comfortable, our product is the answer for it. Our bag is being produce from only quality component part. So, our customer doesn't have to worry about longevity of the bag. It also included with many features that will be helpful to our customer during travelling.

Our target customer is all from family to one person to travel. It can be for woman or man. Our bag is suitable to use for everyone who love to travel. We also target toward family customer who have many children. As our bag design is comfortable for a big family.

TABLE OF CONTENT

Contents	pages
Cover pages	1
Acknowledgement	2
Executive summary	3
Table of content	4
1.0 Go-ecommerce registration	5
2.0 Introduction business	6
2.1 name and address of business	6
2.2 organizational chart	6
2.3 mission and vision	7
2.4 description of product	8
2.5 price list	9
3.0 Facebook page	10
3.1 create Facebook page	10
3.2 custom URL fb page	10
3.3 teaser post	11
3.4 hard sell	18
3.5 soft sell	34
4.0 Conclusion	50

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS

Viaggio Bag Sdn Bhd

Lot 23, Jalan Bukit Wangi,

Metro Perdana,

52100 Kuala Lumpur

2.2 ORGANIZATIONAL CHART

