



اُنِيْوَرْسِيْٓتِيْ بَاتِيْكَوْلُوْٓكِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS  
ADMINISTRATION (HONS.) FINANCE (BA242)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO - HALOKA

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**SUBMISSION DATE:**

13<sup>TH</sup> JULY 2021

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## **ACKNOWLEDGEMENT**

First and foremost, I would like to applaud myself and all my friends for coming this far and able to complete all the tasks that is given by our lecturer. Next, I would also like to give my gratitude to UiTM and also my lecturer for giving me a chance to take part in this assignment which is Social Media Portfolio as well as completing it too within the given time. In addition, this assignment was one of the unique and time-consuming assignment. Although, the assignment takes up a long period of time to complete, I am forever thankful for the help I that get from my sister, my friends Rabiatul Anisah, Nurul Hanani and Emirul Afiq and not to forget my helpful lecturer Puan Siti Zaitun Binti Saddam. With the guidance that I received from my lecturer, I was able to complete this assignment as well as learning a lot of new knowledge regarding this subject which is Principles of Entrepreneurship (ENT530). Even though, the learning experience is not the same as having a face-to-face class due to the pandemic Covid-19, Puan Siti Zaitun Binti Saddam was very considerate towards myself and my friends regarding the submission of the assignment.

## EXECUTIVE SUMMARY

In this assignment, which is 'Social Media Portfolio', my lecturer, Madam Siti Zaitun has given me a task to create a business with the existence business in the market. I have chosen 'Haloka', which is a local handmade brand where the business is selling handmade scrunchies with a twist of local element. I have learned the knowledge on creating soft sell and hard sell and also on how to promote the product using these two sells.

Although the business is local and small, I have asked for the permission from the owner Miss Nur Eliya Binti Zainal to borrow her business brand for my assignment purposes. I can also relate to the owner, as I have the responsibility to promote and post the product using both hard sell and soft sell for a duration of 12 weeks of my education period. With this experience, I am pleased to say that I am able to create my own business in the future if I have the chance. In the process of completing this assignment, the guidance that I received from my lecturer was really helpful and useful when I need to create my soft sell and hard sell.

In the teaser of the product, a sneak peek was given to the customer in order to create a sense of curiosity in the eye of the customer. This is one of the ways for a business to attract its target market as well as earning profit from the selling of the product or services. Next, in the soft sell posting, we can list out the benefits, advantages and also the pros of the product to catch the attention of the customer into buying our product. If the soft sell was created in a creative and fun way, more potential customer will be attracted as we all know that 'everyone loves pretty things' and this include the soft sell posting.

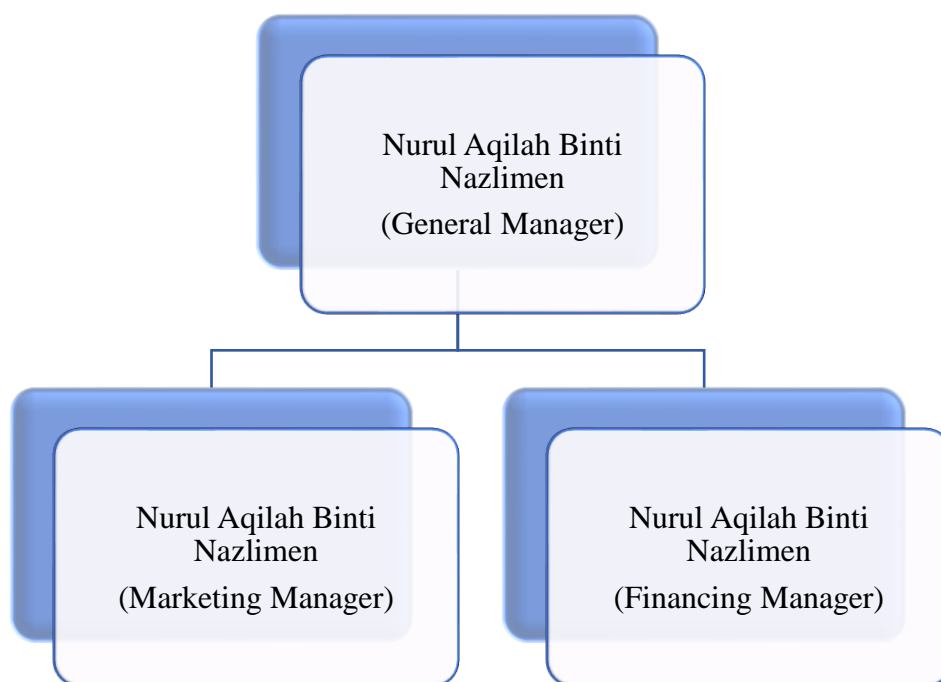
Furthermore, in the hard sell posting, the trick to get more customer into buying our product is by setting a short duration of time so that customer will feel the need to buy the product before the time is up. For example, an offer of buy one, get one free is something that many businesses used to attract more customers into buying their products or services. From this example, we can say that everyone wants to have something that no else can have. In order words, one wants to be the only person in the country or maybe one in the world to own a product such as a 'Birkin' or a 'Hermes' handbag.

## **2.0 INTRODUCTION OF BUSINESS**

### **2.1 Name and Address of Business**

The name 'Haloka' is made by 'Hello Kak' which brings a literal meaning of 'hi sister'. Since the target market is mainly for female of any age that wears scrunchies for their everyday wear. The business is a sole-proprietorship owned by Ms. Nurul Aqilah Binti Nazlimen. The business is based at her home at USJ6, Subang Jaya Selangor, where she managed her orders on her own.

### **2.2 Organizational Chart**



### **2.3 Mission of Haloka**

- For people especially female to be able to wear scrunchies without the worry of their hair getting pulled.

### **2.4 Vision of Haloka**

- To be one of the go to and favourite local handmade gift shop selected by Malaysian.