



اَوْنِبُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**ENT530**

**PRINCIPLES OF ENTREPRENEURSHIP**

**SOCIAL MEDIA PORTFOLIO**



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**DATE OF SUBMISSION :**

**13 JULY 2021**

## **ACKNOWLEDGEMENT**

Alhamdulillah, first of all I would like to thank God as finally I were able to finish my assignment that have been given by my lecturer to me. I express my sincere thanks to Madam Siti Zaitun binti Saadam, my Principles of Entrepreneurship lecture because without her guide my assignment cannot be done properly like this. She always give me supports and guide to me how to do this assignment in purpose to produce a good outcome from research that been studied.

On the other hand, big thank also I address to my friends for their elevating inspiration, encouraging guidance and kind supervision in the completion of my assignment.

Last but not least, my parents are also an important inspiration for me. Thank a lot to them because always supports me in complete this assignment. So with due regards, I express my gratitude to them.

## **EXECUTIVE SUMMARY**

The summary of this social media portfolio is about online marketing which is my online business that I create at Facebook is Fashionalistaboutique. Through this assignment, I can gain knowledge on how to do a online business and I know how the features of teaser, hard sell, and soft sell to make the information about sales is more complete and understood by users. The sentences used also play a role in attracting consumers to buy our products. Fashionalistaboutique is offer variety of tops with a good quality fabrics and affordable prices. Our products have many type of patterns that are trendy and suitable styled with any pants and skirts. According to the customers feedback, it shows that they are very satisfied with our products.

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## 2.0 INTRODUCTION OF BUSINESS

### 2.1 Name and address of business



Figure 1.2 Fashionalistaboutique official logo

The name of this business is Fashionalistaboutique and the main product of this business is focused on apparel where it is related with the business name. This business was located at 199-1 KM 4, Kampung Musai, Bukit Baru, 75150, Melaka.

### 2.2 Organizational chart



**NURFARIHAH BINTI BAHARIN**

( Agent of Fashionalistaboutique)

Figure 1.3 Fashionalistaboutique organizational chart

### 2.3 Mission and vision

#### Mission:

To produce comfortable, high quality material and trendy clothes with affordable price. Fashionalistaboutique also provide excellent customer service to the customers to make sure they become regular customers and ensure always offering up to date fashion style.

#### Vision: