



اُونِيْوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**ENT 530**

PRINCIPLES OF ENTREPRENEURSHIP

**SOCIAL MEDIA PORTFOLIO**

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## ii. Acknowledgement

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### iii. Executive Summary

The main objective that is to achieve for the business is to offer variety of scented candles from Malaysia to our customer with affordable price and luxurious scent. The business was started on October 2020.

According to the customer review, the product gave a fantastic feedback as the signature fragrances make the customer remembered the scent. This product is also liked by many due to the cheap and affordable price. Hence, this product provides a good insight for the continuation of sale to our customers. Since early of its opening, Nyala by Kendel.Co was sold more than more than 80 packages for with different scent of Nyala. Increasing demands for our product results into a good profitable sale revenue to our business project.

Therefore, Nyala by Kendel.Co is a good marketable product of choice that can be further expanded to many different areas as the business keeps on growing.

iv. Table Of Contents

A. Preliminary Materials

COVER PAGE

ii. Acknowledgement.....1  
iii. Executive summary.....2  
iv. Table of contents.....3

B. Body of the Report

i. Go-Ecommerce registration (Print Screen).....4  
ii. Introduction of Business.....5  
iii. Name and address of business.....6  
iv. Organizational chart.....7  
v. Mission / vision.....8  
vi. Descriptions of products / services.....9  
vii. Price list.....10  
viii. Creating Facebook (FB) Page.....11  
ix. Customing Url Facebook (FB) Page.....12  
x. Facebook (FB) Post – 7 Teasers.....14  
xi. Facebook (FB) Post – Hard Sell.....16  
xii. Facebook (FB) Post – Soft Sell.....33  
xiii. Conclusion.....49

C. Supplementary Materials

i. Appendices.....50

ii. Introduction of business

Nyala is a scent inspired by menyala, which represents positive vibes in life. It was launched in October 2020. Azfar Heri, a well-known Malaysian content provider, runs it. Nyala has a wide range of odours and scents that convey various stories and feelings.

The candles are produced entirely of 100% domestically grown vegetable wax, fine aroma oils, and cotton wax. The product utilise paraben-free, phthalate-free fragrances that are never tested on animals.

Our eco-friendly and economical candles, made with the highest quality materials and packed in visually pleasing packaging, reflect our appreciation for simplicity, design, and function.