



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**ENT530**  
**PRINCIPLES OF ENTREPRENEURSHIP**

**SOCIAL MEDIA PROTFOLO**  
**“FEQA STUDIO”**

**Prepared by :**  
SARAH JASMIN BINTI MOHD RAFIZ

**Student id :**  
2020949513

**Group :**  
AD241 5D

**Prepared for :**  
PUAN RAHAYU HASANORDIN

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Throughout the semester, we have been given the opportunity to learn online marketing and have experienced first hand that the task is not as easy as it seems. I have done my best and will continue to do better in the future if ever I choose the same road. Better, I will try my best to use what I have learned for this project and will implement wherever it seems fit.

Included in this paper will be social media postings through Facebook, along with soft sells, hard cells and a few teasers to keep customers engaged with the product. Lastly, I'd like to thank everyone who has helped me in a direct or indirect manner. Without these, this project might have been more to the lacking side.

## **EXECUTIVE SUMMARY**

“Feqa Studio” is a small business founded by Miss Afeqa Dahan in January 2021 as a beginning of a new start. Miss Afeqa adores art and is rather skillful in fashion which is how she was inspired to start the business. Due to the pandemic, cut of budget and lack of transportation, she had to quit her job at Hilman.co and to find other ways to survive. She has been fond of influencing people with her fashion and she turned her account into a gift box service which not only helped her survive the pandemic but also manage to make the business successful and possible for it to be her main income. She made it her mission to spread happiness using her artistic service and to bring a smile to others faces with surprise.

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## 1. INTRODUCTION OF BUSINESS

Feqa Studio is an art service that recently changed its services from aesthetic clays to surprise boxes suitable for any events. This business is categorised in event planning. These gift boxes are customised according to the customer's reference. These "surprise gifts" will be sent directly to the receiver's address.

The price is ranged according to the customer's choice of gifts. A catalogue is available as well as add-on price.

### 1.1 Name And Address of Business

"Feqa studio" is the name of the business. Owned by Miss Afeqa Dahan. Started as an art platform that has turned to giftbox service. The location of the making and postings of the giftboxes is located in Semenyih, Selangor.

### 1.2 Organizational Chart

- The business is run solely by Miss Afeqa Dahan
- Marketing and advertisings are done by Miss Sarah Jasmin