FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UiTM)

KAMPUS PUNCAK ALAM

PRINCIPLE OF ENTREPRENEURSHIP

ENT530

INDIVIDUAL ASSIGNMENT

FACE SERUM (BEAUMELLY VENTURES)

PREPARED BY:

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DATE OF SUBMISSION:

29TH JUNE 2021

ABSTRACT

This report depicts the progress that an individual students made on Social Media Portfolio which is an individual assignment tasked by lecturer to every student that learns the core subject ENT530. The individual assignment holds significant percentage of course marks and it is a mandatory task that every student should carry out in order to pass the subject.

ENT530 is a subject of Principle of Entrepreneurship, offered by Universiti Teknologi MARA (UiTM) to every student of all faculties. This subject is a core subject, meaning that every student will partake this subject throughout the course.

In this report, Social Media Portfolio will include the product of choice that student tasked to choose in the beginning of semester, from a local brand of choice which is a legitimate company or enterprise that will be verified by lecturer, in which each will be discussed, and students are to provide crucial information regarding said aspects that suffice for the task.

Afterwards, in this report, students are to include social media portfolio profiles from Go-eCommerce and MASMED Young Entrepreneur (MyENT) in which are important profiles that move the students towards the goal of the course subject.

Moreover, in this report, there will be more depictions of Social Media Portfolio such as Facebook page, teaser posters, hard sell and soft sell copywriting, social media posts, likes and follower metrics, and simulation of customer interactions.

At the end of this report, discussion upon issues faced throughout the accomplishment of this task will be displayed, giving an information of what challenges that an entrepreneur may face through the same process in the future.

All in all, this task itself is a very difficult task however it is a given that every student may have different perspective on how difficult it is based on the situations that they may face throughout this progress.

ACKNOWLEDGEMENT

In the name of Allah s.w.t. the most merciful and most gracious, I am grateful to be able to finish this task although it takes more time than it should be. I am also grateful that the issues that have been persisting through this task is within my capabilities to endure. Truly, this task is a challenging task for me due to differing circumstances that have been caused by related platform on which I have relied.

I like to thank my lecturer, Pn. Rahayu Hasanordin for her concerns, continuous consideration and supports on giving me chances to carry out this task. In my perspective, her approach towards task scheduling has always been excellent, making difficult tasks to be broken down into simpler tasks and be submitted earlier than scheduled dates. Since I have issues with the task itself, I had to take more time than usual to progress further. Hence, Pn. Rahayu has been understanding towards my situation and allowed me to have chance to submit the task late than scheduled date.

Furthermore, I like to thank Ms. Saniah for allowing me to use her product and branding as main reference for this task. To me, this is an especially important part throughout this assessment as main reference is a crucial element in Social Media Portfolio. Without it, the task may come to a halt.

Moreover, I like to thank my own family that gave me support and motivation throughout this semester as having an online class is quite demotivating because it is different than physical class where we can physically interact with our circles inside the campus. Also, this pandemic also gave big negative impact to our life as it takes away our freedom and some of our family members.

Finally, I like to thank my group members for being very proactive towards giving whole commitment to our group task. They may be assertive but in a positive manner where it gave me a solid push to buy a video editing software and learn how to create a good video. This allowed me to make a good creative video although it may have some flaws due to lack of experience in handling such task. They have been immensely helpful and gave a lot of input. I am glad to be a part of the group and satisfied to give my best effort from drafting the idea at the start until compiling the actual file at the end.

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1.0   INTRODUCTION

1.1   Objectives

Principle of Entrepreneurship, course coded ENT530 is a core subject course that is offered by Universiti Teknologi MARA to all faculties across all campuses. It is a course that is aimed to nurture a basic appreciation for entrepreneurship from the perspective of the individual entrepreneur. Hence, this course emphasizes the entrepreneurial mindset and decision process that students may meet in the pursuit of entrepreneurial opportunities, in which a part of it is through creating new ventures and deals with business management issues.

From this course, students are expected to analyze issues related to entrepreneurship and supply creative solution for each issue. Students also expected to show leadership and communication skills in preparing business plan using Business Model Canvas. Moreover, students are expected to prove entrepreneurial skills in creating a business via a social media, such as Facebook.

The goal of the report is to show the process of social media portfolio, in which students are tasked to choose a product from a local brand to simulate digital selling through a social media. Here, social media that is used to conduct the simulation is Facebook. Hence, students are required to create a page for selling the product, produce digital posters, script copywriting, gather likes from followers, and attempt to conduct sales through the page.

From this task, students are expected to display the progress from successfully choose a relevant product from a local brand, analyze both product and the brand, successfully register into an entrepreneurial agency, accomplish the creation of the Facebook page, filling up all crucial information of the page, create teasers and digital posters, script copywriting, gather likes from followers, up to simulate selling procedure to a customer.

1.2   Chosen Product

Product that I have chosen is a face serum by Beaumelly. The reason behind the choice is that the product itself is priced below RM40, with agent reward of RM5 per product sold. In my opinion, RM40 is the maximum budget a buyer would allocate to buy a serum depending on how long the product would last using the method of three drops per usage, twice per day.