



اُونِيُوَرَسِيْتِي تِي كُونُوَلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
HUMAN RESOURCE MANAGEMENT**

**ENT 530
PRINCIPLES OF ENTREPRENEURSHIP**

INDIVIDUAL ASSIGNMENT



**SOCIAL MEDIA PORTFOLIO: FRESHENER LE'STOREE
@Dexandrabydylaa**

NAME : NUR ADILA BINTI MOHD NASIR

STUDENT ID : 2019689354

GROUP : ENT530 X

PREPARED FOR: MADAM RAHAYU HASANORDIN

SUBMISSION DATE: 05 JULY 2021

ACKNOWLEDGEMENT

Alhamdulillah, I am most grateful to Allah S.W.T for the completion of this Social Media Portfolio one of the requirements that need to be accomplished in the coursework assessment for the code ENT 530.

A special thanks to my family for supporting me to complete this portfolio. This social media portfolio has been prepared with the cooperation and support from many people. Besides, not to be forgotten to my lecturer, Madam Rahayu Hasanordin who contribution in stimulating suggestions and encouragement, helped me to coordinate my project especially in writing this report and the progress of the project. The completion of this undertaking could not have been without the participation and assistance of so many people whose names may not all be enumerated. Their contributions are sincerely appreciated and gratefully acknowledged.

Lastly, I would like thank to those who have been involved and contributed direct or indirectly to this social media portfolio, especially my classmates and other friends themselves, who have made valuable comment suggestions on this project which inspired me to complete this social media portfolio.

EXECUTIVE SUMMARY

“FRESHENER LE'STOREE” is online-based entrepreneurship that sells Air Freshener of De'Xandra. The primary purpose of the business is to enhancing business management skills and professionalism as well as promoting the product and enhancing the brand marketing of high-quality goods. Other than that, this business also offers the product to the customer at an affordable price, good quality, and best service. I started this online business on 16th April 2021 using social media platform. The target group selection is heavily influenced by age, gender differences, and personal tastes.

In terms of business, "FRESHENER LE'STOREE" is offering a unique air freshener from a well-known fragrance firm in Malaysia, De'Xandra Eau De Parfum. De'Xandra air fresheners offer a special great selection of scents in their various types. De'Xandra air fresheners are non-alcohol products made with up to 80% recyclable components. This would indirectly help customers in the long run by raising environmental consciousness and encouraging an eco-friendlier lifestyle to conserve our natural resources for future generations.

As we go thru with the changes in the environment, people nowadays prefer to utilize aromatherapy to enhance sleep quality, reduce stress, and overcome symptoms of depression. De'Xandra Air Freshener is a product produced using natural ingredients such as fruits and flowers. Every scent gives the most exciting and exuberant aroma of unsurpassed quality and class inducing the feeling of peace, pleasure, and power within and around us. So, my surveying I conclude that I am going to provide the special perfume in high quality as I am also a regular user of this product.

At the moment, FRESHENER LE'STOREE only owned and work by Nur Adila Binti Mohd Nasir and this business also use a Facebook page as a platform to attract online customers, raise awareness and generate more sales at once.

TABLE OF CONTENTS

NO	TITTLE	PAGES
	ACKNOWLEDGEMENT	1
	EXECUTIVE SUMMARY	2
	TABLE OF CONTENT	3
	GO-ECOMMERCE REGISTRATION	4
1	INTRODUCTION 1.1 Name of Business 1.2 Location of Business 1.3 Organizational chart 1.4 Mission / vision 1.5 Decriptions of products / services 1.6 Price list	5 - 6
2	FACEBOOK (FB) 2.1 Creating Facebook (FB) page 2.2 Customing URL Facebook (FB) page 2.3 Facebook (FB) post – Teaser 2.4 Facebook (FB) post – Copywriting (Hard sell) 2.5 Facebook (FB) post – Copywriting (Soft sell) 2.6 Graphics	7 – 8 9 10 – 12 13 – 28 29 – 44 45 – 52
3	CONCLUSION	53

1. INTRODUCTION OF BUSINESS

1.1 Name of the Business

“FRESHENER LE'STOREE” is an online based entrepreneurship that sells Air Freshener of De'Xandra. De'xandra air fresheners offer a great selection of scents in their various types. I chose this brand and product because I want to promote De'Xandra product as I am also a regular user of this product.

I applied as a DE'XANDRA dropshipper from my relatives who is an Agent of De'Xandra as they need dropshippers. I had Puan Salbiah who guides me on the details and information about the products. I choose to operate my business by social media which is making Facebook with a page ('Freshener Le'Storee' with URL link created <https://www.facebook.com/dexandrabydylaa>.)

1.2 Location of the Business

No 13 & 13A, Jalan P4/8B, Bandar Teknologi Kajang, 43500 Semenyih, Selangor.

1.3 Organizational chart



1.4 Mission / vision

Mission: -

- To provide high-quality service of business product for customers, at the right time, in optimal conditions, with the right amount and competitive rates.
- To develop positive relationships with consumers to acquire their loyalty and trust.
- To promote the product and enhance the De'Xandra brand marketing of high-quality goods.

Vision: - “To be the most Trusted Dropshipping of De'Xandra and enhancing the skills and professionalism in business management.”