



**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA (UiTM)  
KAMPUS PUNCAK ALAM**

**INTERNATIONAL BUSINESS  
BA246**

**ENT530 - PRINCIPLES OF ENTREPRENEURSHIP**

**INDIVIDUAL ASSIGNMENT -SOSIO MEDIA PORTFOLIO**

**Prepared by:**

<b>Name</b>	<b>Student ID</b>	<b>Group</b>
<b>MUHAMMAD HAZIQ BIN AHMAD NAZRI</b>	<b>2019230674</b>	<b>ENT530X</b>

**Lecturer : RAHAYU HASANORDIN**

**Date of Submission : 6/7/2021**

## **Acknowledgment**

Alhamdulillah, first of all we would like to thank God as finally I was able to finish my assignment that have been given by our accountant's lecturer to us and this task had been done with all afford by my classmate who help me a lot.

Besides that, big thank I address to my lecturer Madam Rahayu because without her guide my project cannot be done properly like this. She always give me support and guide to me how to do this assignment in purpose to produce a good outcome from research that had been studied.

A big appreciation and thanks to my family that always stick together and also work hard to help me produce a good assignment with all afford and responsibility. Hope that all afford will give a lot of benefits to us and my project.

Million thank also I wish to all our classmate because they also help me in doing my individual project. They always give me the ideas and comments on my project. So that, I can improve my project in many ways.

## **Executive Summary**

This assignment was done to hone my talents in online business. It is also to help my use of technology in business. To achieve the objectives of this project, I have been using the Facebook page to run an e-commerce business for several months. I find, the use of Facebook app is very effective for running an online business. This is because the use of the Facebook application is very easy to access by anyone. Facebook is also one of the most used applications in Malaysia. So my advertising or post on Facebook is easily spread and reaches many Facebook users. Websites like canva also help me to create beautiful posters to grab the attention of users.

## Table of Contents

<b>No.</b>	<b>Content</b>	<b>Page</b>
1.	1.0 Introduction	1
2.	2.0 Body of The Report	2
3.	2.1 Go-Ecommerce Registration	2
4.	2.2 Introduction of Business	3-4
5.	2.2.1 Name and Address of Business	4
6.	2.2.2 Organization Chart	4-5
7.	2.2.3 Mission / Vision	5
8.	2.2.4 Description of Product / Service	5
9.	2.2.5 Price List	6
10.	3.0 Facebook Page House of Detergent	7
11.	3.1 Creating Facebook Page	7-8
12.	3.2 Customing URL Facebook Page	9
13.	3.3 Facebook (FB) post – 7 teasers	10-15
14.	3.4 Facebook (FB) post – 6 soft sell	16-21
15.	3.5 Facebook (FB) post – 16 hard sell	22-37
16.	4.0 Conclusion	38

## 1.0 Introduction

Ecommerce, often known as electronic commerce or online commerce, is the purchasing and selling of goods and services through the internet, as well as the financial and data transfers required to complete these transactions. Ecommerce is frequently used to refer to the online sale of real goods, but it can also refer to any type of economic transaction that is made possible by the internet. While e-business encompasses all aspects of running an online firm, ecommerce focuses on the exchange of goods and services.

Commerce has evolved to make products easier to discover and purchase through online retailers and marketplaces. Independent freelancers, small businesses, and large corporations have all benefited from ecommerce, which enables them to sell their goods and services at a scale that was not possible with traditional offline retail.

Ecommerce can take on a variety of forms involving different transactional relationships between businesses and consumers, as well as different objects being exchanged as part of these transactions. Some of the form is retail, wholesale, dropshipping, crowdfunding, subscription, physical products, digital products, and services