



اَوْنَبُوْ سَيِّدِيْ تَيَكُوْ لُوْ كِيْ مَارَا
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TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

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

**ENT530
PRINCIPLES OF ENTREPRENEURSHIP**

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO (40%)

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ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious and the Most Merciful,

Alhamdulillah, all praises to Allah for the strengths and His blessing in completing this Social Media Portfolio. This report was prepared for Principles of Entrepreneurship (ENT530), basically to complete the undergraduate program that led under Bachelor of Business Administration (Hons) Human Resource Management, in UiTM Puncak Alam, Selangor. This report is based on the methods given by the university.

Firstly, I would like to express my deepest thanks to Madam Rahayu Hasanordin, for her supervision and constant support. I have completed this report that has given valuable information, suggestions, and guidance in the compilation and preparation by her invaluable help.

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Last but not least, my deepest gratitude goes to the administration of UiTM, my parents, family, special mates of mine, and others that have been contributed by supporting this project and helps me during the report progress till it is fully completed.

EXECUTIVE SUMMARY

The Principle of Entrepreneurship is a core subject in UiTM for every Human Resource student. This subject requires to create a Facebook Page for online marketing campaigns project where the students need to utilize the page to market the chosen product by posting 39 content in total that are based with 7 teasers, 16 soft sells, and 16 hard sells followed with the requirement to gain 91 likes engagement in minimum. This project helps in acquiring a better context of the entrepreneurship process and develop entrepreneurial opportunities. Besides that, from this project, students also able to learn the viability of the online business and expand their understanding of business plans.

The business that was chosen in proceeding with this project is named Anting Anting. Anting Anting is an online accessories retailer that offers a variety of handcrafted earrings collections with timeless design and affordable price offers. Anting Anting has released three different collections which are Hoop Collections, Pearl Collections, and Gold Collections with the price of RM5.00 in each piece. The collections are 100% brand new which made from anti-allergic high-quality stainless steel that is protected from allergic reaction or skin irritation. Embedded with bead and charm that is based with freshwater pearl, silver and gold plated conspire with the theme of white, gold, and beige.

This business is solely founded by Nor Alia Aqilah from the product crafting, designing, packaging to the customer and sales service as well as order entry. This business is located at Rawang, Selangor. The corporate mission of this business is “To propose women across Malaysia an assortment of the finest handcrafted, contemporary and authentic accessories at modest prices”. While the corporate vision is “To become the world's most establish accessories brand” followed by the motto of ‘We feeling the joy of serving you wearing best’.

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INTRODUCTION OF BUSINESS

Name of Business

Anting Anting is an online business that sells earrings as our main product. The name of Anting Anting is originally from Malay word which anting-anting means earring in English. In Anting Anting, we provide an authentic handcrafted earrings collection with enthralling classic elegant design and remarkably modest price. Our design was inspired by the current trend that will allure our customer appearance even more attractive.

We are a trendy accessories brand that serves various ideal and desirable designs for every woman regardless the age, skin color, or size. We deliver exceptional service to our customers and apply our principles which is 'We feeling the joy of serving you wearing best'.

Location of Business

- Jalan Bakawali, 2B/5 Bukit Sentosa, BS10, 48300 Rawang Selangor.

Organizational Chart

- This business is founded solely manage by Nor Alia Aqilah binti Nor Azmi from the product crafting, designing, packaging, customer and sales service as well as order entry.

Mission

- Anting Anting's mission is to propose women across Malaysia an assortment of the finest handcrafted, contemporary and authentic accessories at modest prices.

Vision

- Anting Anting's vision is to become the world's most establish accessories brand.

Descriptions of Products

- Our product is 100% brand new which made from anti-allergic high-quality stainless steel that is protected from allergic reaction or skin irritation. Embedded with bead and charm that is based with freshwater pearl, silver and gold plated conspire with vintage and timeless design.