



اَبُو سَيِّدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**  
**BACHELOR OF BUSINESS ADMINISTRATION (HONORS)**  
**HUMAN RESOURCE MANAGEMENT (BA243)**  
**PRINCIPLE OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**



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## **ACKNOWLEDGEMENT**

First off all, I are grateful to Allah SWT for giving us the strength physically and mentally to accomplish this report.

I also would like to extend our sincere gratitude to my beloved lecturer, Madam Rahayu for giving me an opportunity and encouragement to complete this report. It would not have been possible without her help and kind support.

This report is a part of our course, Principle of Entrepreneurship (ENT530) and overall has proved to be a great experience for me.

I also would like to express our gratitude and extend heartfelt thanks towards our family members that give support towards me to complete this task.

Lastly, I would like to extend my sincere gratitude and appreciation my class members for their kind cooperation which helped me in completing this assessment efficiently and effectively.

## **EXECUTIVE SUMMARY**

Crafting is one of my favourite pastimes. One of my art items is Pyssla beads. Since DIY is a hobby of mine, I started this company by myself.

Craft\_Malaysia was the company name I selected for this Social Media Portfolio. After considering a variety of products that I would like to create, I decided on HAPPY DIY KIT as my product for this assignment.

Customers can spend their spare time decorating their whiteboard, keychain, or magnet with the bright pyssla beads they prefer with this HAPPY DIY KIT.

I've also created a Facebook page to draw people who are interested in purchasing my product. To draw my target client, I'm employing a range of strategies. Using an appealing image and employing the proper teaser, hard sell, and soft sell techniques is a great way to entice customers to purchase the product.

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## **2.0 INTRODUCTION OF BUSINESS**

### **2.1 Name and Address of Business**

In the middle of April, I started to open a business for Social Media Portfolio assignment. Carft\_Malaysia is the name of the company that I gave. Craft\_Malaysia is based in Sentul, Kuala Lumpur. We have also opened a Facebook page named Craft\_Malaysia.

### **2.2 Organization Chart**



**NUR QAYYIMAH SYHINDAH BINTI MOHD SAIFULAKAMAR**

FOUNDER CRAFT\_MALAYSIA

### **2.3 Mission**

Apart from completing assignments, my mission is with Craft\_Malaysia to open up opportunities for customers to be bold in venturing into and producing craft items. At the same time, we provide a new experience to our customers by venturing into the interest in handmade. Customers are free to decorate the whiteboard, keychain, and magnets we provide in the HAPPY DIY KIT set according to their own wishes.