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UNIVERSITI
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MARA

FACULTY BUSINESS AND MANAGEMENT

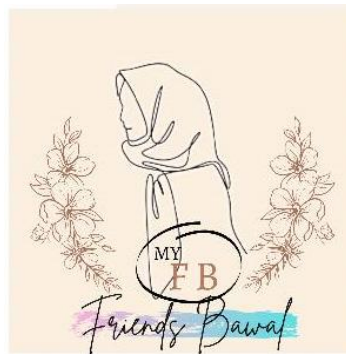
BACHELOR OF BUSINESS ADMINISTRATION (HONS)

HUMAN RESOURCE MANAGEMENT

PRINCIPAL OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO:

“Friends Bawal”



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SUBMISSION DATE

6 JULY 2021

ACKNOWLEDGEMENT

First and foremost, all praise to Allah the Almighty for showering his blessings throughout my assignment journey and enabling me to successfully complete this Social Media Portfolio report.

I do like to express my heartfelt gratitude to my beloved lecturer, Puan Rahayu Binti Hasanordin. They taught me this semester in the course, Principal of Entrepreneurship (ENT530). I could never have completed my task requirements without her comprehensive and clear guidance for my classmates and me until we understood how to create a good outcome for the task.

I am also more knowledgeable and creative when it comes to creating and designing the best and most effective marketing products through social media, which can help me plan to start my own small business after graduating. Her determination, sincerity, and continuous energy and efforts in ensuring that I was well guided on the assignment were rated as perfect by me.

Besides that, I would like to thank my friends and classmates for their assistance and guidance throughout this project adventure. It is not as easy to find a circle of people who will never leave you alone without additional help. Still, with them, I believe it is possible to find one in life.

Finally, I would like to express my gratitude to my family members who have assisted and supported me in ensuring that my studies will not be difficult for me, either directly or indirectly. My parents are the people that were there for me to make sure I did not fall behind in my studies. Their sacrifices, love, care, and prayers are the reason I was able to complete my task successfully.

EXECUTIVE SUMMARY

Friends Bawal is my business name for my simple square scarf or call as bawal. The main goal of this business is to market the best and comfortable scarf material for everyday use with affordable price.

Our business was established in 2021, we provide the customer with a simple plain scarf but with premium quality. We offer to customer with a variety of colour bawal which is Sky, Navy, Spruce, Coco, Charcoal and Salmon. Our company focuses market to bawal lovers who like fashion which is girl also those wants gives as a gift.

Since, this business is newly established in 2021, where does not have any own or loyal customers. In order, to gain more customers and increase the demand, I come out with a aggressive marketing strategy which is in social media marketing. I created Facebook page for this business so that customer will be more aware about our product and what our product offer to them.

TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	II
EXECUTIVE SUMMARY.....	III
1.0 E-COMMERCE REGISTRATION.....	1
2.0 INTRODUCTION OF BUSINESS.....	2
1.1 Name And Address Business.....	2
1.2 Organizational Chart.....	2
1.3 Mission And Vision.....	3
1.4 Description Of Products.....	3
1.5 Price List.....	3-4
3.0 FACEBOOK (FB).....	5
3.1 Creating Facebook (FB) page.....	5
3.2 Customing URL Facebook (FB) page.....	5
3.3 Facebook (FB) post- Teaser.....	6-9
3.4 Facebook (FB) post- Copywriting (Hard sell)	10-25
3.5 Facebook (FB) post- Copywriting (Soft sell)	26-44
3.6 Graphics	
4.0 CONCLUSION.....	45

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address Business

- **Name:** Friends Bawal
- **Address:** Jalan Cempaka 1, Taman Seri Cempaka Peringgit, 75400 Melaka

My business name is Friends Bawal because in this business I would sell headscarf among women. Bawal refers to the type and name of headscarf. On the other hand, for friends means they are always in our life. Since we wear the headscarf, it is like our friend. Everywhere we go it is still with us and for that, the correct colour choices also gain the spirit and confidence of the day. This idea I get while looking at when women wear a scarf. It looks more elegant, neat, and feminine. Meanwhile, the material is easy to iron, anti-starch, and easy to shape in a minute, thus comfortable to wear. The price is only RM 13 per piece and will have some promotion for those loyal customers. The promotion will give a lower price, so the loyal customer will be more satisfied and happier. The strategic location of my business in Melaka.

2.2 Organizational Chart

Starting a small business to get experience risk and success while selling products. Other than that, to attract loyal customers in the future. This business is a sole proprietorship which I do individually the business from starting the business operations until the end of business operation controlled by myself.



NUR SYAHIRA
(GENERAL MANAGER)

Figure 1 FRIENDS BAWAL ORGANIZATIONAL CHART