



UNIVERSITI  
TEKNOLOGI  
MARA

# Social Media Portfolio

## Belle Mariée Boutique

Prepared by:

Puteri Nur Amiera (2020899258)

Bachelor of Accountancy (Hons.)

Prepared for:

Madam Nur Shahrulliza Muhammad

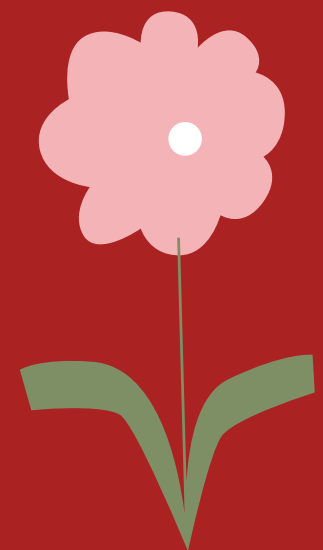




# Acknowledgement



First of all, i would like to forward our humble gratitude to Allah SWT for the blessings and strentgh to complete this assesment. Next, i would like to take this opportunity to thank my lecturer, Madam Shahrulliza Muhammad for her endless support and helps to complete this assignment. Without her, i wont know how to use Facebook as a platform to do my business. Besides that, i would also want to thank all my family, friends and those who have direct or indirectly supported me by liking my Facebook page and engage in my Facebook Posts. I will never be able to complete this assignment without the help of everyone.





# Executive Summary

Belle Mariée Boutique is a Sole Proprietorship business based in Shah Alam, Selangor. This business was founded by a 22 year old lady named Puteri Nur Amiera. Belle Mariée Boutique offers a various type of wedding dresses at a very affordable price. In Malaysia, beautiful wedding dresses are expensive and can be up to RM10,000. Besides that, we also offers dress customization to make sure our customers have the right fit and customization for our hijabis customers who prefer modest dress. No matter what size they are wearing or if they wear hijab, they can always wear a beautiful wedding dress with us. Our target market are women who are planning to get married, women who is on tight budget and those who are in rush.

Picking up the right dress can be a stressful process and it must be done at least 2 months before the wedding. To make it less burdensome to our customers, we also provide consultation services to our customers. This assistance will help them to choose the best dress based on their budget, their body size and their preference. Our customers can reach us at whatsapp for dress catalogue or view our dresses at our main Facebook Page. Our customers can also book a slot to our boutique for assistance, by booking a slot, our representative could give them 100% attention and help them in getting their dress.

With the marketing strategy done on Facebook, we hope to expand our business and catch everyone's attention as our vision is to be one of the famous bridal shop in Malaysia.

# Table of Content



<b>Acknowledgement</b>	2
<b>Executive Summary</b>	3
<b>1.0 E-commerce Registration</b>	5-6
<b>2.0 Introduction of Business</b>	
- Name & Address of Business	7
- Company logo	8
- Organization Chart	9
- Vision & Mission of the Company	10
- Product Description	11
- Price List	12-15
<b>3.0 Facebook</b>	
- Creating Facebook Page	17
- Facebook URL	18
- Facebook Likes	19
- Facebook Posts- Teasers	20-22
- Facebook Posts- Hard Sells	23-28
- Facebook Posts- Soft Sells	29-34
- Facebook Frequency Posts	35
<b>4.0 Conclusion</b>	36

# 2.0 Introduction of Business

**Name:**

Belle Mariée Boutique

**Tagline:**

A woman's once in a lifetime dress, Designed for the most beautiful bride

**Business Address:**

6, Jalan Tengku Ampuan Zabedah K 9/K,  
Seksyen 9, 40100 Shah Alam, Selangor

**Email Address:**

BelleMarieeBoutique@Gmail.com

**Telephone:**

012-2960 765

**Form of Business:**

Sole-Proprietorship

**Main Activities:**

Wedding Dress

**Date of Commencement:**

01/03/2021

**Bank Account & Name:**

7064161013//CIMB Bank

