



اَبُو سَيِّدِي تِكْنُوْلُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION (FiTA)  
UNIVERSITI TEKNOLOGI MARA (UiTM)**

**COURSE CODE / NAME:**

ENT530/ PRINCIPLES OF ENTREPRENEURSHIP

**LECTURER:**

NORFAZLINA GHAZALI

**TITLE OF ASSIGNMENT:**

SOCIAL MEDIA PORTFOLIO

**NAME:**

MUHAMMAD AQIL NASRUL BIN CHE HASHIM

**STUDENT ID:**

2019728291

**PROGRAM / GROUP:**

FF236/ ART MANAGEMENT

**DATE OF SUBMISSION:**

29 JULY 2021

## **ACKNOWLEDGMENT**

Bismillahirrahmanirrahim,

First of all, I would like to express my gratitude and praise to Allah S.W.T. for His guidance and blessing to complete this assignment. This assignment is so important to me in order to fulfil the partial requirements for my learning process at this degree level. I would like to express my sincere thanks to Ms. Norfazlina Ghazali for guiding and giving a lot of encouragement in order to complete this assignment. Lots of information received and it can increase my skills in the field that I will pursue later. A million thanks to my beloved parent who are always pray for me to achieve the best in whatever I do involved in. The supports, give blessing, their advice along of my journey life would not be repaid by me. The endless deeds that I will hope so that Allah keeps them in His bless forever hereafter.

Finally, I take this opportunity to record my sincere thanks to all my friends involved throughout my completion of this assignment. The process of exchanging ideas and information done online can give me a clearer and more detailed understanding of things I do not understand. I also place on record, my sense of gratitude to one and all who, directly and indirectly, have lent their helping hand in completing this assignment.

## **EXECUTIVE SUMMARY**

Nak Wangi tak Company was established by a freshly graduate student who is interested in business. Business is one of the areas that offers great opportunities to some communities to increase their monthly income in meeting daily needs. This established company has been conducted online only to make it easier for buyers to rush to get the product for sale. The operators of this company choose products produced by the well-known perfume company in Malaysia, namely De'Xandra. Entrepreneurs conduct business as agents by buying products in bulk and it is obtained at the price of members registered as agents in the company.

De'Xandra Company is a company that operates a perfume business. The company was first established a few years ago by producing only three types of perfumes. In the first year of business, the company began to improve their perfume products where they produced perfumes based on the smell of coffee. At the beginning of the launch of the new fragrance, many said that the sale of coffee-based perfume was something that did not make sense because at that time there were still no perfume operators producing coffee fragrances. De'xandra has been the first entrepreneur to introduce coffee-based perfumes that have given a freshness and fragrance just like in a café. To date, the company De'Xandra has produced a wide range of fragrances and products.

Next, for the Nak wangi tak company founded by a young entrepreneur, he took a bold step in running a business in an organization consisting of two employees. All the tasks that need to be done to ensure the business runs smoothly has been done by him himself. During the period of operation, this developed company has met many demands from customers who want a long-lasting fragrance. The company also has a monthly target in business where each of these targets will be exposed to different promotional methods.

## TABLE OF CONTENTS

Contents	Page No
<b>ACKNOWLEDGEMENT</b>	<b>i</b>
<b>EXECUTIVE SUMMARY</b>	<b>ii</b>
<b>TABLE OF CONTENT</b>	<b>iii</b>
<b>1.0 GO COMMERCE REGISTRATION</b>	<b>1</b>
1.1 Personal Profile	1
1.2 Business Profile	1
1.3 Certificate of Completion	2
<b>2.0 INTRODUCTION OF BUSINESS</b>	<b>3</b>
2.1 Introduction	3-4
2.2 Organizational Chart	5
2.3 Mission and Vision	5
<b>3.0 DESCRIPTION OF PRODUCT</b>	<b>6</b>
<b>4.0 PRICE LIST FOR NAK WANGI TAK'S PRODUCT.</b>	<b>7</b>
4.1 Car Perfume	7
4.2 Body Mist	7
4.3 De'Xandra Twist	7
4.4 Hand Lotion	8
4.5 De'Xandra Perfume for men and women	8
<b>5.0 FACEBOOK PAGE POSTING</b>	<b>9</b>
5.1 Facebook Page	9
5.2 Page URL	9
5.3 Page Like	9
5.4 Teaser	10-12

## **2.0 INTRODUCTION OF BUSINESS**

### **2.1 Introduction**

Syarikat Nak wangi tak has been established by Muhammad Aqil Nasrul Bin Che Hashim who is a graduated in Art of Management. The company was first established in 2020 which initially the entrepreneur stated that this company was built just to learn marketing methods as well as to increase daily income. This company does not have a physical premise because it only does business online. Apart from that, the company's business has been able to attract the public to use the fragrance products sold. For each product, the entrepreneur gets the product from the local perfume company, De'xandera.

De'Xandera Company is one of the largest manufacturers of fragrance products in Malaysia. The company initially produced fragrance products on a small scale where they only produced two types of fragrances for men and women. After some time, the company began to produce a variety of new fragrances that are suitable for all groups of consumers according to their tastes. The company has also produced car fragrances consisting of 12 types of fragrances. Besides, De'Xandra also produces disinfectants and perfumes that are suitable for children.

Throughout the business of Nak Wangi Company not operating, people who want to get fragrance products from De'Xandra can see each product first on Facebook social media. All information related to the product has been attached to make it easier for consumers to get clear information for each item sold. The buying and selling process is carried out online, while for each item purchased it will be delivered to the buyer's address using the courier service.