



اَبُو سَمِيْعٍ تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN SELANGOR  
KAMPUS PUNCAK PERDANA  
FAKULTI FILEM, TEATER DAN ANIMASI  
40150 SHAH ALAM, SELANGOR.

TITLE: SOCIAL MEDIA

**NAME** : ABDUL MAJID BIN MADE  
**MATRIC ID** : 2019252262  
**CODE PROGRAM** : FF235  
**COURSE** : ENT 530  
**LECTURE NAME** : NORFAZLINA GHAZALI

## **Acknowledgement**

First of all, Alhamdulillah thanks to Allah SWT for giving me his strength and grace to complete my task. I am so thankful for successfully completing my Social Media Portfolio assignment in the time given by my beautiful lecturer Mrs. Norfazlina Ghazali. This assignment would not have been completed without the help of shaping my lecturers, my friends and my family. I would like to thank my lecturers who taught me and my classmates in this subject Principles of Entrepreneurship (ENT 530) and also thank you for the time and effort to guide and motivate me to complete this assignment.

Finally, I would like to thank my friends and classmates who helped me complete my assignment. Thank you to my family for their support and understanding since I did this assignment at home during this Movement Control Order (MCO). I would like to thank everyone involved in this assignment. Thank you

## **Executive Summary**

"Beautiful lips sweetener face" is the slogan for Daisy.co and with the hashtag #BeYouDaisy.co representing our beloved customers. The main objective of the business is to offer quality lip scrubs by researching all the materials used in producing them at an affordable price and ready to wear by our customers.

We started an online business on 22 JUNE 2021 using a social media platform. Our target customers are students because we are closed with universities and schools, employees, women and men. Since our first opening, we have received a lot of good feedback from customers about the quality of the scrub, how it fits and the quick effect. We offer postal services at low fees.

We also offer gift boxes to those who want to surprise their love. This is one of us marketing to attract more customers to come and buy our products. Products from Daisy.co can be sold in satisfactory quantities. It has been proven that Daisy.co is a good choice with quality products that will thrive here and around Malaysia.

## Table of Contents

	<b>CONTENT</b>	<b>Number of Page</b>
	COVER PAGE	1
	ACKNOWLEDGEMENT	2
	EXECUTIVE SUMMARY	3
	TABLE OF CONTENT	4
	i. Go-Commerce Registration	5-6
	ii. INTRODUCTION OF BUSINESS <ul style="list-style-type: none"><li>• Name and Address of Business</li><li>• Organizational Chart</li><li>• Mission and Vision</li><li>• Description of products</li><li>• Price list</li></ul>	7-9
	iii. FACEBOOK <ul style="list-style-type: none"><li>• Creating Facebook (FB) page</li><li>• Customing URL Facebook (FB) page</li><li>• Facebook (FB) post – Teaser</li><li>• Facebook (FB) – Copywriting (Hard sell)</li><li>• Facebook (FB) psot – Copywriting (Soft sell)</li><li>• Frequency of posting</li></ul>	10-18
	iv. CONCLUSION	19

## II. Introduction of Business

- Name and Address of Business

Daisy.co

Batu 12 Kampung Kenangan Manis,

Jalan Labuk,

90000,

Sandakan, Sabah.

- Organizational Chart

### DAISY.CO CHART ORGANISATION

