



اَبُو سَيْدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Filem, Teater  
dan Animasi

## SOCIAL MEDIA PORTFOLIO

### ESW KEMAMAN



#### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME :** FACULTY FILM, THEATRE AND ANIMATION  
(FITA) UNIVERSITY TEKNOLOGI MARA  
(UITM)

**SEMESTER :** 4 (2021)

**NAME :** SARAH BINTI KASSIM

**GROUP :** FF236

**LECTURER :** NORFAZLINA BINTI GHAZALI

## **ACKNOWLEDGEMENT**

Assalamualaikum. First of all, I would like to thank Almighty God for giving me the strength and for successfully completing this social media portfolio on time. I would like to sincerely thank the lecturers and also friends for their encouragement while doing the assignment. I was able to gain a lot of knowledge by completing this report with their help. And I would like to thank Madam Norfazlina Ghazali, Lecturer in Entrepreneurship Principles (ENT530), Universiti Teknologi Mara Puncak Perdana, for giving me the guidelines I need to complete this assignment report.

I extend my special thanks to my parents and siblings for giving me the moral support and perseverance I need to complete this assignment. I am indebted to them for their unwavering support, patience, prayers, and goodwill during the period covered by my report. I would also like to thank everyone who helped me complete my assignment report, either directly or indirectly.

Thank you.

## TABLE OF CONTENT

<b>TITLE PAGE</b>	i
<b>ACKNOWLEDGEMENT</b>	ii
<b>TABLE OF CONTENT</b>	iii
<b>EXECUTIVE SUMMARY</b>	iv
<b>1.0 BUSINESS REGISTRATION</b>	1
<b>2.0 GO-ECOMMERCE REGISTRATION</b>	2
<b>3.0 INTRODUCTION TO BUSINESS</b>	3 - 8
3.1 Business Information	3
3.2 Organizational Chart	5
3.3 Mission and Vision	6
3.4 Description of Products/Services	6
3.5 Price List	7
<b>4.0 FACEBOOK (FB)</b>	9
4.1 Creating Facebook (FB) Page	9
4.2 Customing URL Facebook (FB) Page	10
4.3 Facebook (FB) Post – Teaser	11
4.4 Facebook (FB) Post – Copywriting (Hard sell)	12
4.5 Facebook (FB) Post – Copywriting (Soft sell)	16
4.6 Graphics for Marketing	20
<b>5.0 CONCLUSION</b>	21

## **EXECUTIVE SUMMARY**

Esw Kemaman is the brand and trade name of our store. The main objective to be achieved for this business is to help the community in solving skin problems such as acne, scars, brighten the skin and so on. This ESW (Extra Skin White) product uses Japanese technology with cherry blossom extract that can help with skin problems.

The business started on Facebook as well as Instagram on April 1st, humbly starting with just five boxes and continuing to grow even more from our business journey. The quality of this international standard product is under the food classification.

Since its inception, ESW Kemaman has made more than 100 sales and the number is expected to increase in the coming months. Increased demand for our products has resulted in profitable sales for our business projects. By the end of the month, we now have three edition collections including Apple Edition, Sakura Edition, Banana Edition made for our customers and also fans of this ESW product.

### 3.0 INTRODUCTION OF BUSINESS

#### 3.1 BUSINESS NAME AND ADDRESS

ESW Kemaman is a business name that has been determined based on the main product, which is the ESW (Extra Skin White) product. The business name indicates that the product is prepared and sold in the Kemaman area. Our business motto is "delicious taste. Beautiful pound skin. Confirm tak cari lain!", Which shows that our products will guarantee effectiveness, availability and accessibility by everyone while providing a variety of options. aged between 2 and 30 years.

The logo used for the business is a picture of the product i.e. ESW with a picture held up. The logo is to symbolize that we sell this ESW product.



*Figure 1.3 : Logo for Business*