



اُنِيْوَرْسِيْتِيْ تِكْنُوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA UITM SELANGOR**

**KAMPUS PUNCAL ALAM**

**ENT 530**

**PRINCIPLES OF ENTREPRENEURSHIP**

**SOCIAL MEDIA PORTFOLIO REPORT**



**FACULTY & PROGRAMME : BACHELOR OF TOURISM MANAGEMENT (HONS)**  
**SEMESTER : 3**  
**NAME : NUR NAJWA INSYIERAH BINTI SARAN**  
**GROUP : HM2413B**  
**LECTURER : PUAN NORFAZLINA BINTI GHAZALI**

**DATE OF SUBMISSION**  
**19 JANUARY 2021**

## **ACKNOWLEDGEMENT**

Assalamualaikum wbt., first and foremost, praises and thanks to Allah S.W.T the Almighty, for His showers of blessings throughout my assignment project to complete the report .I would thank to Almighty Allah for giving me strength and ability to understand, learn and complete this report. With His help, I'm able to complete this social media portfolio report.

I also would like to express my sincere gratitude to my Principle of Entrepreneurship lecturer, Mrs Norfazlina Binti Ghazali forgiving me this opportunity and guidelines so that I can proceed and complete my individual assignment.

Next, I would like to express my special thanks to all those who have helped me to put these ideas and to do this wonderful project. Most importantly, I am extremely grateful to my parents for their love, prayers, encouragement and sacrifices for educating and preparing me for my future. My completion of this project could not have been accomplished without the cooperation and suggestions from my classmate for sharing ideas in preparing this assignment.

Lastly, my thanks go to all the people who have involved and supported me to complete social media portfolio report directly or indirectly.

## **EXECUTIVE SUMMARY**

Glow Sisters mainly an online business operated on online platform which is Facebook and Whatsapp. The nature of our business are focusly on healthcare / skincare products. The founder of Glow Sisters is Ms Nur Najwa Insyierah and our ur base is in Melaka, Malaysia.

Glow sisters offers a range of skincare products that will help our customers to achieve healthy, radiant and glowing skin. Our products formula are specifically crafted so our customers will get maximum benefits and satisfaction. Moreover our product's are not only suitable for all skin types but also compatible with all gender regardless male or female. Our products are cleanser, serum, essence and face sheet mask.

Glow sisters target market are all genders, age from 13 years old to 50 years old, who are skincare lovers, especially for those who are having skin problems such as acne, acne scars and dull skin and those that having problem finding best and perfect skincare for their skin types with affordable prices

## TABLE OF CONTENT

	PAGE
COVER PAGE	
ACKNOWLEDGEMENT	I
EXECUTIVE SUMMARY	II
TABLE OF CONTENT	III
1.0 BUSINESS REGISTRATION	1
E-COMMERCE CERTIFICATE	1
E-COMMERCE PROFILE	2
2.0 INTRODUCTION OF BUSINESS	3
2.1 Name and address of business	4
2.2 Organizational chart	4
2.3 Mission and Vision	4
2.4 Description of products	5
2.5 Price list	6
3.0 Facebook (FB)	7
3.1 Creating Facebook (FB) Page	7
3.2 Costuming URL Facebook (FB) Page	8
3.3 Facebook (FB) Post - Teaser	8
3.4 Facebook (FB) Post - Copywriting (Hard Sell)	11
3.5 Facebook (FB) Post - Copywriting (Soft sell)	17
4.0 CONCLUSION	27

## 2.0 INTRODUCTION OF BUSINESS



Glow Sisters is owned and founded mainly by Ms Nur Najwa Insyierah. Our business started as a small scale online business that focusly selling healthcare / skincare products. Glow Sisters started through online platform which is Facebook and Whatsapp. The reasons of why Glow Sisters name is chosen because it is perfect for our nature of business which selling skincare products that will make your skin glow.

This business marketing, advertising and customer service done through Facebook and Whatsapp and our ur base is in Melaka. Glow sisters target market are all genders, age from 13 years old to 50 years old, who are skincare lovers, especially for those who are having skin problems such as acne, acne scars and dull skin and those that having problem finding best and perfect skincare for their skin types with affordable prices

Glow sisters offers a range of skincare products that will help our customers to achieve healthy, radiant and glowing skin. Our products formula are specifically crafted so our customers will get maximum benefits and satisfaction. Moreover our product's are not only suitable for all skin types but also compatible with all gender regardless male or female. Our products are cleanser, serum, essence and face sheet mask.

Our business form is sole proprietorship and registered on E commerce by MDEC.