



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF HOTEL AND TOURISM MANAGEMENT
DEGREE IN TOURISM MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT 530)**

SOCIAL MEDIA PORTFOLIO (FACEBOOK PAGE)



LILY.SCARVES

Prepared by:

AZLIN BINTI RAMLI

(2020859814)

HM 241 3B

Prepared for:

MADAM NORFAZLINA BINTI GHAZALI

ACKNOWLEDGEMENT

Alhamdulillah praise to Allah because with His grace and His consent, I have got enough time to complete my Social Media Report regarding the Facebook Page assignment. I would like to show my gratitude toward our lecturer, Madam Norfazlina Binti Ghazali for her guidance throughout this assignment. I really appreciate her dedication in helping and guiding us patiently to complete the task given.

Next, I also would like to thank my classmates for sharing their information and knowledge on this task. Not forget, special thanks to my family because they are always give me a moral support because it was hard doing ODL (Online Distance Learning) during this pandemic Covid-19. Without their support I wasn't be able to accomplish the task that have been given to me.

Last but not least, once again I would like to thank to everyone who have directly or indirectly contributed to the successfulness of the assignment. I have learned a lot of new things while doing this Social Media task.

Thank you.

EXECUTIVE SUMMARY

LILY.SCARVES is a business that is categorized as women clothing which focuses on scarves selling. LILY.SCARVES offers a perfect awning scarves to give the satisfaction of customers. It is found that women nowadays always want to look perfect for their appearance. This product offers customers two types of scarves field and various of shades for them to choose. Thus, the price of this product also is affordable and the target market is focus on teenager and adults age 13 – 50 years old.

LILY.SCARVES plan to highlight their quality of product and give the best service toward customers followed by the affordable prices offered. This will lead to the better customers' relationship and may receive more new customer as well as increase in the profit development. Why are we offering for affordable price is because everybody can purchase our product even if they come from lower income group.

LILY.SCARVES is managed by myself, Azlin Binti Ramli with my other 2 friends. I have decided to create a Facebook page to promote my business in social media and I found that Facebook page is the best way for me to expand my business to reach more customers. Therefore, I started to learn on how to make a hard sell post, soft sell post and how to create a teaser for my product. Other than that, I also learn how to make a registration in Go-Ecommerce website to monitor my sales every month. I admitted that it is quite challenging when I do promoting activities through social media because I have to keep updating my page for the customers.

TABLE OF CONTENT

Cover page	1
Acknowledgement	2
Executive summary	3
Table of contents	4
1.0 Go-Ecommerce Registration & eUsahawan Certificate	5
2.0 Business Introduction	
2.1 Business Name and address	7
2.2 Organizational Chart	7
2.3 Mission and Vision	8
2.4 Product Descriptions	8
2.5 Price List	8
3.0 Facebook Page	
3.1 Creating Facebook Page	9
3.2 Customing URL Facebook Page	9
3.3 Facebook Post – Teaser	11
3.4 Facebook Post – Copywriting (Hard Sell)	14
3.5 Facebook Post – Copywriting (Soft Sell)	22
4.0 Conclusion	30

2.0 Business Introduction

2.1 Name of Business

LILY.SCARVES. A business that promise to fulfil customers' needs and want by offering a perfect awning Bawal Scarves with various interesting of shades as their product.

Business Address

Our business is located at 2nd floor PPAIM Bukit Jalil, No.12 Lebuhraya Bukit Jalil.

2.2 Organizational Chart

