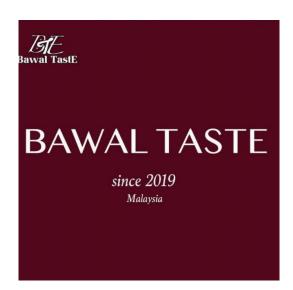


SOCIAL MEDIA PORTFOLIO BAWAL TASTE BY NISA



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY	: FACULTY OF HOTEL & TOURISM MANAGEMENT	
PROGRAMME	: BANCHELOR OF SCIENCE (HONS.) TOURISM	
	MANAGEMENT (HM241)	
NAME	: NUR NISA AWATIF BINTI MOHD NASIR	
STUDENT ID	: 2021125997	
GROUP	: HM2413C	
LECTURER	: NORFAZLINA BINTI GHAZALI	

ACKNOWLEDGEMENT

First of all, I would like to express my gratitude to Almighty Allah to enabling me to complete this report, Social Media Portfolio.

The successful on completion this report requires helps from a lot of persons. I have also taken help from different people. They are they founder and other agent of this product. They are also the persons who give a lot of idea about this business.

Then, not forget to my parents, families and friends who always support and help me to settle this report. Now, there is a little effort to show my deep gratitude to that helpful person.

Other than that, I convey my sincere gratitude to my lecturer, Madam Norfazlina Binti Ghazali, University of Technology Mara. Without her kind direction and proper guidance about this study, it is hard to success. In every phase of the project, her guideline help me shaped this report to be completed perfectly.

TABLE OF CONTENT

COVER PAGE			i
ACKNOWLEDGEMENT			
TABLE OF CONTENT			iii
LIST OF FIGURES			iv
LIST OF TABLES			iv
EXECUTIVE SUMMARY			
1.0	GO-E	COMMERCE REGISTRATION	1
2.0	INTRODUCTION TO BUSINESS		
	2.1	Business Information	2
	2.2	Organizational Structure	4
	2.3	Mission and Vision Statement	4
	2.4	Description of Product	5
	2.5	Price List	6
3.0	.0 FACEBOOK (FB) PAGE		
	3.1	Creating Facebook (FB) Page	10
	3.2	Facebook (FB) Post – Teaser	12
	3.3	Facebook (FB) Post – Copywriting (Hard sell)	19
	3.4	Facebook (FB) Post – Copywriting (Soft sell)	37
	3.5	Graphics for Marketing	54

4.0 CONCLUSION

55

EXECUTIVE SUMMARY

Bawal Taste is a local brand that already exist starting from 2019. But Bawal Taste by Nisa is a new online business that mainly on Facebook platform that is used to update and sell the products. Basically, Bawal Taste by Nisa is an agent of the Bawal Taste HQ. The nature of the business is a fashion to the women.

The main idea of Bawal Taste by Nisa is to sell scarfs with variety design. The design is suitable for all generations and looks exclusive in reasonable price. The variety of design is one way to help women choose the correct design based on event or personality. A lot of women really needed different design for every event but hard to find it in one place.

Bawal Taste by Nisa communicate with their customers through the online platform and also through Whatsapp. The process for deliveries to other cities are handled by PosLaju Malaysia and J&T Malaysia. Plus, deliveries to surrounding area through Cash On Delivery (COD).

2.0 INTRODUCTION TO BUSINESS

2.1 BUSINESS NAME AND ADDRESS

Bawal Taste by Nisa is a business name that choose from the main product, which are bawal scarf. The name Bawal Taste is for commercialize the brand of the scarf. This business has own trademark. It is "Wanita Paling Jelita", that means this scarf can make women who wear this become beautiful.

The logo of this business is about the business name. It is Bawal Taste and it shows the starting of Bawal Taste HQ. It is starting operate since 2019. The logo is simple and just show about the business name.



Figure 2.1: Logo for business