



اَللّٰهُمَّ سَيِّدِيْ تَبَكَّرْ لِيْ فِيْ مَنَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF HOTEL AND TOURISM MANAGEMENT
BACHELOR SCIENCE IN TOURISM MANAGEMENT (HONS)

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO (FACEBOOK PAGE):

WOMEN DESIREE TRIPLE ADVANCE BY IRA

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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

Women Desiree Triple Advance is one of the products under Adleesya Beauty. The main purpose of choosing this product is to help those with beauty problems and could not find any suitable product for themselves. This product can be last for many months and very affordable for both adults and teenagers either men or women. The amount of benefits available in this product does not require any other product to support the process but efforts still need to be infused in order to succeed in the outcome.

It's been 6 years in the market, Women Desiree Triple Advance can solve any kind of beauty problems such as dark circles, acne, blackheads, and skin breakouts. Moreover, this product also can remove toxins that become the main cause of skin problems and also fatness. This magical cream does help hundreds of people with the above problems and received much positive feedback.

After 1 year of consistently consume this product, I have decided to promote it through this ENT530 subject to give the product better recognition. During the early opening of the Facebook Page, I was getting permission to promote this product under the dealer of Adleesya Beauty, Siti Zulaini Binti Ariffin which is also my mother. The purpose of the permission is to allow the re-using of figures and pieces of information to avoid any misunderstandings and misused information. Throughout the promotion, I found it very challenging and a bit hard to earn customers' trust for this product. However, it was a good experience and very knowledgeable for someone who is planning to start the business.

TABLE OF CONTENTS

COVER PAGE	i
ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
TABLE OF CONTENTS	iv
1.0 GO-ECOMMERCE REGISTRATION	1
1.1 eUsahawan Certificate	2
2.0 INTRODUCTION OF BUSINESS	
2.1 Name and Address of Business	3
2.2 Organizational Chart	4
2.3 Mission and Vision	4
2.4 Description of products and services	5
2.5 Price List	6
3.0 FACEBOOK (FB)	
3.1 Creating Facebook Page	7
3.2 Custom URL Facebook Page	7-8
3.3 Facebook (FB) Post – Teaser	9-12
3.4 Facebook (FB) Post – Copywriting (Hard Sell)	13-21
3.5 Facebook (FB) Post – Copywriting (Soft Sell)	22-30
4.0 CONCLUSION	31

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Women Desiree Triple Advance by Ira is a business under Adleesya Beauty that has been created specifically for Women Desiree essential cream. The purpose of selling only the chosen product is to show the customers how many amazing benefits that be able to solve their beauty problems related to face and body.



Figure 2.1 Business Official Logo

Name of Business	Women Desiree Triple Advance by Ira
Business Address	No 6 Laluan Batu Gajah Perdana, 22 Taman Batu Gajah Perdana 31550 Pusing, Perak. Official HQ: Aurora Walk, No 4, Jalan Tecoma 1, Pusat Perniagaan Tecoma, 72100 Bahau, Negeri Sembilan.
Corresponding Address	Hadirahhelmee13@gmail.com
Contact Number	017-5011410
Main Activities	To promote essential cream published by Adleesya Beauty