



اَبُو سَيِّدِي تَيْكُو لُو كِي مَارَا
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FACULTY OF BUSINESS MANAGEMENT

ENT530

PRINCIPLES OF ENTREPRENEURSHIP

[SOCIAL MEDIA PORTFOLIO REPORT]

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TABLE OF CONTENT

1. Acknowledgement	I
2. Executive Study	1
1.0 Go-Ecommerce Registration	2
2.0 Introduction of Business	3
2.1 Name and Address of Business	4
2.2 Organizational Chart	5
2.3 Mission and Vision	5
2.4 Description of Products	6
2.5 Price List	7
3.0 Facebook (FB)	8
3.1 Facebook (FB) Page	8
3.2 Custom URL Facebook (FB) Page	9
3.3 Facebook (FB) post – Teaser	9-12
3.4 Facebook (FB) post - Hard Sell	12-20
3.5 Facebook (FB) post - Soft Sell	21-29
3.6 Frequency of Posting	30
3. Conclusion	31
4. Appendix	32-34

EXECUTIVE SUMMARY

ENVE.MY is a business that provides a range of beauty related products. The platform used are mainly on Facebook where it was used to update and sell its products. The nature of this business focuses on woman beauty. It offers few products such as Mini Lash Kit, Lash-Line Serum, Microfiber Puff, and Velvet Puff.

The main idea of the business is to come out with high quality yet affordable for the consumers. The products have become one of the highest demands in the beauty. Our main goal is to provide a product that can be own by anyone but also providing the best quality and service possible. Our Mini Lash Kit can be used for eyelash lifting and eyebrow lifting. Its purpose is to replace the expensive services in salon and with this Mini Lash Kit, you can just do-it-yourself. Our Lash-Line Serum focuses on eyelash growth with 100% natural and safe ingredients that can be found in your kitchen. But fret not, it is all natural cold-pressed oils that probably some people do not want to spend too much money to buy many ingredients to just make a 1 tube eyelash serum, and so we provide them the Lash-Line Serum. Our Microfiber Puff are used to remove makeup with just using water! Whilst our Velvet Puff gives you a smooth makeup application effortlessly.

ENVE.MY's target customers are woman aged 17 to 35 years old but of course it is not limited to only that group of age. **ENVE.MY** frequently posts on their Facebook page and communicate with the customers through online platform such as Whatsapp & Shopee. The item was shipped all around Malaysia.

2.0 INTRODUCTION TO BUSINESS



ENVE.MY involved in selling beauty products. ENVE.MY offers a fun, beauty, & effective products to the potential customers are actively selling on Facebook. The owner of the business is Nur Farrah Andreana Binti Mohd Hafizal. ENVE.MY offers the customer a high-quality item with the most affordable price they can get.

ENVE.MY are located at Shah Alam, Selangor which is a strategic place where most of the customers are from Selangor and Kuala Lumpur. This business are currentlt running through facebook and the customers can get the product through online shopping or Cash-On-Delivery.