



**FACULTY OF BUSINESS ADMINISTRATION**

**BA247- BACHELOR OF BUSINESS ADMINISTRATION (HONS.) TRANSPORT**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**TITLE:**

SOCIAL MEDIA PORTFOLIO

(INDIVIDUAL ASSIGNMENT)

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## **Acknowledgement**

Assalamualaikum w.b.t

Alhamdulillah, praise be to the Al-Mighty Allah for his Help and guidance that I finally able to complete this task given the best I can.

The completion of this undertaking could not have been possible without the participant and assistance of so many people. Their contribution is sincerely appreciated and gratefully acknowledged. However, I would like to express deep appreciation and indebtedness particularly to Madam Nadiah Maisarah Abdul Ghani, lecturer of Principles of Entrepreneurship (ENT530) for the endless support, kind, and understanding spirit during my assignment. I do believe that all the advice and comments are for the benefit of producing the best assignment.

I am proud to say that Principles of Entrepreneurship (ENT530) has given us a useful opportunity to learn entrepreneurship knowledge and take a glimpse on what the real entrepreneur world. I hope that what I have learned can be practice in the future, especially when dealing with real business. Many challenges and obstruction that I faced, but all the challenges have been overcome with the spirit to finish the project.

I hope I had done in this project, will get blessed and wiliness from Allah SWT. To all relatives, friends, and course mate who in one way or another shared their support, either morally or physically.

Thank you

## **Executive Summary**

### **BECKISUE**

BECKISUE is an eyebrow soap gel that can give shape to eyebrows and make eyebrows look healthier. This business was started after posting a teaser on 24<sup>th</sup> April 2021 on a Facebook page to attract customers. This is one of my company's strategies to get customers. BECKISUE is made up of a colourless gel-wax formula and is easy and safe to wear for ladies and also guys. The motto for this business is "The Quality of the Product" which means that, this business is selling the satisfactory quality of a product that can satisfy the consumers. The target market for this business is the age group between teenagers and adults, either ladies or guys, with ages ranging from 16 to 57 years old.

I, as the owner of BECKISUE eyebrow soap gel, have started selling my product directly to the customer living in Taman Maluri, Cheras. This area is the most efficient place to sell my product because the population of teenagers and adults is more than that of children. A review of my competitors shows that we will be competing against another famous similar brand. These business owners' target markets are different from my business, which is focused on pricing structures that are cheaper and marketing approaches like using social media like Facebook.

With consistent, high-quality services and high quality of ingredients for the product, spending more to persuade consumers to try their goods, this product can also attract customers from day to day and to satisfy their needs and wants. In advance, these will prove that my business can be one of the successful businesses in the country and can be worldwide soon.

## Table of Contents

Acknowledgement .....	i
Executive Summary .....	ii
Table of Contents .....	iii
1 GO-ECOMMERCE REGISTRATION .....	1
2 INTRODUCTION OF BUSINESS .....	3
2.1 NAME AND ADDRESS OF BUSINESS .....	3
2.2 ORGANIZATION CHART .....	3
2.3 MISSION AND VISION .....	4
2.3.1 MISSION .....	4
2.3.2 VISION .....	4
2.4 DESCRIPTION OF PRODUCT .....	4
2.5 PRICE LIST .....	5
3 FACEBOOK (FB) .....	6
3.1 CREATING FACEBOOK (FB) PAGE .....	6
3.2 CUSTOMIZING URL FACEBOOK (FB) PAGE .....	6
3.3 FACEBOOK (FB) POST FOR TEASER .....	7
3.4 FACEBOOK (FB) POST FOR COPYWRITING HARD SELL .....	8
3.4.1 HARD SELL .....	8
3.4.2 HARD SELL .....	8
3.4.3 HARD SELL .....	9
3.4.4 HARD SELL .....	9

## 2 INTRODUCTION OF BUSINESS

### 2.1 NAME AND ADDRESS OF BUSINESS

- ❖ Chocolicous Company - BECKISUE
- ❖ No 8, Taman Maluri, Jalan Nakhoda Yusof, 55100 Kuala Lumpur, Wilayah Persekutuan.

### 2.2 ORGANIZATION CHART

