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UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

LA.FAERIE OFFICIAL (FACEBOOK PAGE)

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PROGRAMME:

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Alhamdulillah, I most grateful to Allah SWT for the completion of this Social Media Portfolio (SMP) as one of my requirements in this Principle of Entrepreneurship (ENT530) subject. Special thanks to my family and friends in supporting me to complete this portfolio because without them, I am not able to complete this assignment. They were willing to help me whenever I have some difficulty during finishing this report. This portfolio has been prepared with the cooperation and support from many people. Besides, not to be forgotten is my lecturer, Madam Nadiyah Maisarah Abdul Ghani and her kindness in helping me during the process of completion of this portfolio. She has given me a good service by providing useful information. This social media portfolio will be going to tell you about how I promote and sell my product in the Facebook as well as entertain my customers when buying my product. This portfolio covers social media business using Facebook, creating soft sell and hard sell as well as create teaser to get people attention. Through this selling, I am able to market my product in social media and make people want to buy it. Although it is quite challenging at first, but as the time passed, I manage to do it.

EXECUTIVE SUMMARY

La.fairie provide hijab with the best quality and material that will satisfy customers. Cotton is one of the best materials that are easy to shape, less ironing and not difficult to wash it. Although we have bawal plain, satin shawl, chiffon shawl and also pleated shawl. Every collection, we offer variety of colours that people can choose from. With more than 10 colours, customers are usually repeat buy from us again since we also provide the gift box for customers who want to give to their beloved people.

In addition, most of our client is customers can be identified is students which most of their time wear bawal for their classes and other events, couple that want to give present to their girlfriend they will choose shawl, as well as people rarely have a time to dress up will choose pleated scarf. So, every collection has their own target customer. Not to forget we also provide cash on delivery for someone who wants to pick up the hijab itself. Particularly the La.fairie business has seen a started begin February 2020

La.fairie marketing strategy is to improve the quality of product of the hijab. This will help maintain customer trustworthiness and relationship. For the management team, we will be divided to the team that handle which is marketing, sales and also quality control. La.fairie have created Facebook page to expand the business and as a medium for customers to look for any updated regarding the product. Through this social media, I learn on how to make a teaser, soft sell and hard sell in order to gain customer trust to buy the hijab. I was instructed to get 91 likes and above, create seven teasers and 32 posts both for soft sell and hard sell.

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3.0 INTRODUCTION OF BUSINESS

La.fairie is the name of my own company, where I work with my best friend to create our own hijab brand for all hijab ladies. It was founded in February 2020 when we wanted to make our own brand while we are studying online. Hence, the name of the brand has been selected as we brainstorm together, and we think the girl is fair, and even before this one of our friends is like a fairy tale where she likes to share the story of a princess. Therefore, La.fairie is the brand that located at Segamat, Johor and Kuantan, Pahang. Basically, users can buy online shopping, where we've managed to launch a Facebook page, an Instagram store, and can even order WhatsApp. In addition, some of our customers want to see where they want to shop offline, because they can access the stuff on their own. So, customers who are situated in the vicinity of our building, we will send them directly and they can pick their own colour and we will charge for each destination on delivery.

3.1 NAME, ADDRESS & CONTACT NUMBER OF BUSINESS

