



اَوْنَبُوْرَسِيْتِيْ بَاتِيْكُوْلُوْ كِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
OPERATION MANAGEMENT

**PRINCIPLES OF ENTREPRENEURSHIP (ENT 530)**  
**INDIVIDUAL ASSIGNMENT**



**SOCIAL MEDIA PORTFOLIO: PREMIUM BUNDLE BY NH**

PREPARED FOR: NADIAH MAISARAH BINTI ABDUL GHANI

<b>NAME</b>	NUR HARLEESA BINTI MUHAMAD AIZAM
<b>STUDENT ID</b>	2019290162
<b>CLASS</b>	BA2444A

SUBMISSION DATE:  
SESSION: MARCH – JULY 2021

## ACKNOWLEDGEMENT

First and foremost, I'd like to express my heartfelt gratitude to Allah S.W.T for guiding and blessing me through the completion of my Social Media Portfolio study.

And then, I'd like to express my gratitude to the Universiti Teknologi MARA (UiTM) Puncak Alam campus in Selangor for allowing me to perform these studies.

Next, I'd like to express my gratitude to Madam Nadiah Maisarah binti Abdul Ghani, our Principle of Entrepreneurship (ENT530) professor, for her unwavering encouragement and guidance during the semester as we completed this task.

Furthermore, I owe my sincere gratitude to my mum, who has always had my back, has supported me during my business journey, has given me a lot of inspiration, and has provided financial assistance, as well as assignments, since the beginning of my business. Not to mention all of my peers who helped me out by increasing revenues during the semester.

Finally, I'd like to express my gratitude to everyone who participated in and contributed to my assignment project, as your contributions and initiatives enabled me to finish this social portfolio study with less obstacles.

## EXECUTIVE SUMMARY

**PREMIUM BUNDLE BY NH** is a business which I never know I would do. As it is started from joining Shopee live and started to buy everything that have been shown. Ended up, having more than 50 clothes that I have not know when to wear. So, I decided to sell it back to my friends and create my Facebook page and Instagram business profile. Day by day, orders keep on coming. My first customers are my friends. They support me and they post in their timeline also IG story and tagged my business profile. So, more people will follow and know what I sell. Thanks to them I got more than what I expected.

Our business was started on 25<sup>th</sup> August 2020. According to customer reviews, my product are good for those who are on a budget as I typically sell clothing that is used, but in a good condition. Opening an online thrift shop will not require as much money. But, if you're into fashion and looking to become an entrepreneur, might be you need to start a second-hand clothing shop.

## TABLE OF CONTENTS

<b>DESCRIPTIONS</b>	<b>PAGES</b>
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENT	4
1. INTRODUCTION OF BUSINESS 1.1. NAME AND ADDRESS OF BUSINESS 1.2. ORGANIZATIONAL CHART 1.3. MISSION AND VISION 1.4. DESCRIPTIONS OF SERVICE 1.5. PRICE LIST	5 - 9
2. GO E-COMMERCE REGISTRATION	10
3. FACEBOOK (FB) 3.1. CREATING FB PAGE 3.2. CUSTOM FB PAGE URL 3.3. FB POST TEASER 3.4. FB POST – COPYWRITING HARD SELL 3.5. FB POST – COPYWRITING SOFT SELL 3.6. FREQUENCY OF POSTING	11 - 12 13 14 – 20 21 – 36 37 – 52 53 - 55
4. CONCLUSION	56
5. APPENDIX	57 – 59

# **1. INTRODUCTION OF BUSINESS**

## **1.1 NAME AND ADDRESS OF BUSINESS**



<b>Name of Business</b>	Premium Bundle by NH
<b>Business Address</b>	11, Jalan Andang 4, Taman Sri Amar, 81100, Johor Bahru, Johor
<b>Corresponding Address</b>	harleesaaaizam97@gmail.com
<b>Telephone Number</b>	+60104149392
<b>Form of Business</b>	Sole Proprietorship
<b>Main Activities</b>	Retail Sales of Fashion Clothing