



FACULTY OF BUSINESS AND MANAGEMENT

ENT530

PRINCIPLES OF INTERPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: BUSINESS LOVELIEE

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SUBMISSION DATE:

25th JUNE 2021

ACKNOWLEDGEMENT

First of all, I would like to express my outmost gratitude to Allah S.W.T as I manage to complete my social media portfolio report with successfully by His Guidance and blessings.

Then, I would like to express my thankfulness to University Technology Mara (UiTM) Campus Puncak Alam, Selangor for giving me the opportunity to conduct this project assignment.

Special thanks to my lecturer, Madam Nadiah Maisarah binti Abdul Ghani, our Principle of Entrepreneurship (ENT530) for giving us opportunity to carry out this project assignment as well as giving continuous great support and guidance to me for the whole semester of my project.

Moreover, my deepest gratitude to my family who tried to give their support by giving me a lot of encouragement and provide the financial for use to pay all the cost required from the beginning until the end of my project assignment. Not to forgotten to all my friends who had supported and shared knowledge to me through this whole semester.

Last but not list, I would also like to thank you to everyone who had contributed directly of indirectly in my assignment project as they have been shown their effort and initiative until I am able to complete this social media report successfully.

Through this assignment, I be able to manage my own account Facebook business. I also learn a lot of skill things about entrepreneurship such soft selling skills, hard sell skills and I also improve a lot for my editing in video for the teaser. The purpose for this portfolio is about how to manage business online properly.

EXECUTIVE SUMMARY

GLOWrian's is a trademark for our product Beauty Loveliee. The main objective that is to offer of high quality beauty's product for our customer to get a healthy and glowing skin with affordable price and have same standard quality with international product.

Our business was started on 10th April in 2021. According to the customer review, our beauty product give a positive effect because the ingredient that we put give an effect glowing to their face. This product is also liked by many due to the affordable price that we offer for the customers. Hence, the product can be used for 2-3 months and its quite cheap.

Since early of its launching, Loveliee's product was sold more than 10,000 for each items. Increasing demands for our product results into a good profitable sale revenue to our business project. Therefore, Loveliee Product is good marketable beauty product choice that can be further expanded to many different areas as the business keeps on going.

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2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Loveliee is a business name that had decided based on our main product. The words of loveliee came from the ingredient that have a good connection with the skin such as niacinamide and acetyl glucosamine. The main words is love which is our target to do a skincare product that will much 'love' from customers. Our business motto is "Be Glow as You Can" which show that our target to make sure customers get a glowing and healthy skin. Furthermore, as for our target market, Loveliee business is target for all type of woman's skin which normal skin, combination skin and oily skin. Our product made special for all type of skin.



Figure1.2 : Loveliee Product Logo