



اَوْنِبُوْرَسِيَّتِيْ بِاَتِيْكَوْلُوْكَى مِيَاْرَا
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SOCIAL MEDIA PORTFOLIO REPORT

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)



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In the name of Allah, the Most Gracious and the Most Merciful.

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May God shower the above cited personalities with success and honour in their life.

EXECUTIVE SUMMARY

Elinaex provides unique and stylish products for their customers. Our goal to achieve in this business is to offer quality western clothing in a variety of sizes and styles to accommodate all varying styles and body shapes at affordable prices.

Our business started on Facebook on 6th April, humbly starting with one collection and our business and now we are slowly adding many more collections in our business. We do not target any specific area because we run an online business and customers can come from anywhere as long as they are interested in our collection.

Elinaex is owned and operated by Nur Hidayatul Asma binti Hamdan. Our business only uses Facebook and WhatsApp pages for marketing and interaction purposes. We promote our collection by making teaser posts, soft sell posts, hard sell posts and attractive graphics as our sales posting.

Since its launch, Elinaex has made more than 10 sales and the number is expected to increase. The increased demand for our products generates profitable revenue for our business and allows us to add to our collection according to customer demand.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	ii
EXECUTIVE SUMMARY	iii
1.0 GO-ECOMMERCE REGISTRATION	1
2.0 INTRODUCTION OF BUSINESS	
2.1 Name and Address of Business	2
2.2 Organizational Chart	4
2.3 Mission and Vision	4
2.4 Descriptions of Products/Services	5
2.5 Price List	6
3.0 FACEBOOK (FB)	
3.1 Creating Facebook (FB) page	8
3.2 Custom URL FB Page	9
3.3 Facebook (FB) post – Teaser	10
3.4 Facebook (FB) post – Copywriting (Hard sell)	17
3.5 Facebook (FB) post – Copywriting (Soft sell)	25
3.6 Graphics	
3.6.1 Teaser	33
3.6.2 Hard sell	36
3.6.3 Soft sell	42
4.0 CONCLUSION	48

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address Of Business

The name ELINAEX is the name I have chosen for my business. EL is my nickname and the extension is an idea that pops up all of a sudden. The business name implies that all business transaction, marketing, promotion and operation managed by EL itself. By using part of my name in the business, will let all my customers know that there are real people behind the business who will be responsible for their products and services.

Our company motto is "Be exclusive, Be Divine, Be yourself", which means that our oversized tee collection will reflect your true personality while offering a variety of colour options. Elinaex's target market consists of adolescent girls and women aged 15 to 30.

The logo used by this business is the initial E tangled with flowers with a pastel pink background. Logos showing women are often equated with flowers. Something elegant, beautiful, fragrant and of course very sweet for someone who is romantic in line with the theme carried by our clothing line.

