

SOCIAL MEDIA PORTFOLIO

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

Prepared for:

NADIAH MAISARAH BINTI ABDUL GHANI

Prepared by:

ANIS SYUHADA BINTI BADLISSAH (2020968189)

Group: ENT530_1

Submission Date: 25 JUNE 2021

TABLE OF CONTENTS

ACKN	NOWLEDGEMENT	2
EXEC	CUTIVE SUMMARY	3
1.0	GO-ECOMMERCE REGISTRATION	4
2.0	INTRODUCTION OF BUSINESS	4
3.0	FACEBOOK	6
3.1	FACEBOOK ACCOUNT	6
3.2	TEASER	6
3.3	COPYWRITING (HARD SELL)	8
3.4	COPYWRITING (SOFT SELL)	13
4.0	CONCLUSION	18
REFE	RENCE	

ACKNOWLEDGEMENT

First and foremost, I would like to thank the Almighty, Allah SWT for giving me the opportunity to complete this assignment in the given time successfully and to express my gratitude as well as appreciation for listening to my prayers always.

Furthermore, I would like to thank my ENT530 lecturer, Madam Nadiah Maisarah Binti Abdul Ghani for guiding and monitoring me throughout the entire project. The completion of this assignment gives me much pleasure. I would like to show my gratitude for giving me a good guideline for this assignment throughout numerous consultations.

Nevertheless, I also like to give my tremendous appreciation to my family, friends and those who always give me motivation as well as keep praying for me not to only complete this assignment but keeping the faith in me for improvement in this subject.

Finally, I would like to apologize for any mistakes or wrong doings, with or without knowing it, throughout this entire project. I hope that it will be forgiven.

Thank you.

EXECUTIVE SUMMARY

Syu Shoppu is a skincare shop that provide skincare products from Malaysian brands to its customers. The company is established in the late 2019 and is located at Segamat, Johor. It is a hybrid type of business that sells online and do Cash on Delivery (COD) service area Segamat.

The target audience is a group of people who are looking for local skincare at an affordable price. This includes students, teenagers and young adults who just started in taking care of their skin and wanted a healthy and better-looking skin.

Syu Shoppu or also known as Syu Yeppo, is owned by Anis Syuhada. She has a vision to spread awareness on clean and healthy skincare to Malaysian with local products. The company is certain that all products in store are made with high-quality components and a minimalist concept to properly fit all skin type and tones. She believes that clean and minimal formulation will enhance consumers journey to a healthy skin. The local products in store are created to be gentle and safe to the skin, avoiding the stereotype that local brand is not up to pace with skincare market standards. There are three Malaysian brand that can be found in Syu Shoppu. They are Mimpimika, Zarzou Beauty and Daughters of Malaya (DOM) with price range under RM100. Other than that, the company mission is to bring Syu Shoppu nationwide as one of the most trusted and reliable beauty platforms that gathers Malaysian local brands.

1.0 GO-ECOMMERCE REGISTRATION

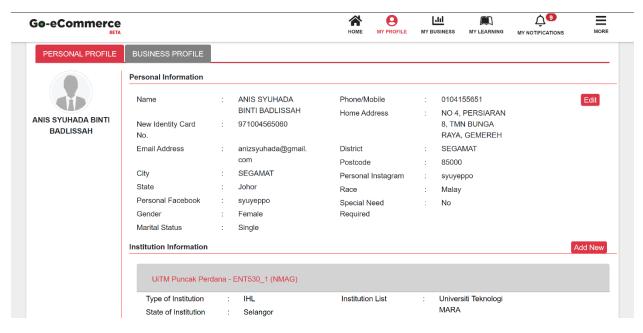


Figure 1.0 Screenshot of Go-Commerce Registration

2.0 INTRODUCTION OF BUSINESS

- Name: Syu Shoppu (also known as Syu Yeppo)
- Address: No 4, Persiaran 8, Tmn Bunga Raya, Gemereh 85000 Segamat Johor
- Organizational Chart:



Figure 2.0 Anis Syuhada, the owner of Syu Shoppu