



اُنِيُوَسِيْتِي تِيكَنُوْلُو كِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



FACULTY OF INFORMATION MANAGEMENT UNIVERSITI TEKNOLOGI MARA

PUNCAK PERDANA SHAH ALAM

BACHELOR OF INFORMATION SCIENCE (HONS) INFORMATION SYSTEM  
MANAGEMENT

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

PREPARED BY:

NURUL SYAHIRAH BINTI ABANG TAIP (2020965769)

PREPARED FOR:

MADAM NADIAH MAISARAH BINTI ABDUL GHANI

SUBMISSION DATE:

25<sup>th</sup> JUNE 2021

## **ACKNOWLEDGEMENT**

In the name of Allah, the Most Gracious and the Most Merciful. Assalamu'alaikum Warahmatullahi Wabarakatuh. First of all, I would like to thank Allah SWT because He gives me the strength which I able to do and complete this task on time before the due date for the submission. Even though there is difficulty in doing this task, but I believe that when we trust Him, He will ease every difficulty in everything that we do. Other than that, I would like to express my honor and thankful to my lecturers, Madam Nadiah Maisarah binti Abdul Ghani, for guide me in this task. Without their guidance and information, and how they taught us about this task in the class, I would know nothing on how to complete this task and how to manage it very well. Not to forget, I am very grateful to have friends that support and guide me in doing this task. Physically and mentally. I managed to finish this task with good friends around me and they are also have help me with so many things in doing this task. Last but not least, a very special thanks to my parents and my family because they have been so supportive to me such as they give me moral support and give me some strengths to complete my task. I am so grateful that people around me have giving me so much support and showed their kindness. I hope that final task which is my social media portfolio will give benefit to everyone to start their business and doing great in their business

## **EXECUTIVE SUMMARY**

The name of my business is Lassofy Skin Beauty, and I am selling skincare products for the brand Axis-Y. I have created a Facebook page for my business as it encourages my customers to purchase my products via online through Lassofy Skin Beauty Facebook page. I have also provided my business phone number in the Facebook page in order the customers want to order my products or asking some questions regarding on my products, so that, I can interact and communicate with my customers. The objective of Lassofy Skin Beauty is to provide customers with a highly requested products from Axis-Y brand. Even though there are a lot of other skincare products being sell online, well-known and there are lots of competitors nowadays, but it will not stop me to sell something that will satisfy customers. Other than that, I am selling the products here in my place where there is not a lot of competition. The price of my products is affordable as the products have a very high quality and premium ingredients in it. Thus, my target market is for everyone such as Kuching and Samarahan residents, teenagers and adults who would like to improve their skin condition.

## TABLE OF CONTENT

<b>CONTENT</b>	<b>PAGE</b>
1. Go E-Commerce Registration	1
2. Introduction Of Business	2 - 4
3. Facebook (FB)	5 - 15
4. Conclusion	16

## 2.0 INTRODUCTION OF BUSINESS

I have decided to choose Lassofy Skin Beauty as my business name which I am selling Korean skincare product for the brand Axis-Y for the customers. The reason why I named my business as Lassofy Skin Beauty because the word itself has the feeling of feminism and I want my customer to think that Lassofy is a unique name when they browse my business page. I will ensure that I am selling the authentic product from the brand Axis-Y. Lassofy Skin Beauty target market is for everyone who want to improve their skin condition with the best quality of the product's ingredients and most importantly suitable for our climate here in Malaysia. My business is located at Lot 8032, Taman Matang Jaya, 93050, Kuching, Sarawak. Since I am only doing an online-business products in my social media, so I am just working from home and packing every order for my customers, then I will deliver the products to my customers. Figure below shows on the location of Eat N Chill. The figure below shows Lassofy Skin Beauty logo.

