



اُنْبُوْءُ سَيِّدِيْ مُحَمَّدٌ اَلْمَكِّيُّ اَلْمَدِيْنِيُّ  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
Maklumat

**UNIVERSITY TEKNOLOGI MARA (UiTM)  
KAMPUS PUNCAK PERDANA  
CAWANGAN SELANGOR**

**FACULTY OF INFORMATION MANAGEMENT  
BACHELOR OF INFORMATION SCIENCE (HONS)  
INFORMATION SYSTEM MANAGEMENT (IM245)**

**PRINCIPLES OF ENTERPRENUERSHIP (ENT530)**

**INDIVIDUAL ASSIGNMENT  
SOCIAL MEDIA PORTFOLIO  
( FACEBOOK PAGE )**

**PREPARED BY :-  
RABIATUL ADAWIYAH BINTI ROZHAN  
(2020102861)**

**Prepared for :-  
MADAM NADIA MAISARAH BINTI ABDUL GHANI**

**DATE OF SUBMISSION :-  
25 JUNE 2021**

## **ACKNOWLEDGEMENT**

In performing this assignment, I took all guidelines from my respected person who deserves the greatest gratitude. The completion of this assignment gives me much pleasure. In the present world of competition, there is a race of existence in which those who are having will to come forward succeed. Task is like a bridge between theoretical and practical work. First of all, I would like to thank the supreme power, the Almighty God who is obviously the one who has always guided me to work on the right path of life. Without His grace and showers of blessings throughout my research work this task could not become reality.

It is a genuine pleasure to express my deep sense of thanks and gratitude to my lecturer and guider, Madam Nadia Maisarah Binti Abdul Ghani, Lecturer of Principles of Entrepreneurship (ENT530) . Her dedication and keen interest above all her overwhelming attitude to help her students had been solely and mainly responsible for completing this work. Her timely advice, meticulous scrutiny, scholarly advice and scientific approach have helped me to a very great extent to accomplish this task during the hard time we just had to face now because of the Pandemic Covid-19 and Online Learning process. We just can communicate through social media by using the Telegram application, Google Meet and also our student portal (U-Future) .

Next to my beloved parents, whom I am greatly indebted for me brought up with love and encouragement to this stage. I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for the future. They are very understanding and continue to support me to complete this task that given by lecturer. I am feeling obliged in taking the opportunity to sincerely.

Lastly, I am extend my heartfelt thanks to my classmates for providing me necessary technical suggestions during the task pursuit and also for their generous attitude and friendly behaviour. I have no valuable words to express my thanks to them, but my heart is still full of the favors received from every person.

## **EXECUTIVE SUMMARY**

This assignment is regarding Social Media Portfolio where students need to create a Facebook Page for the business online. As mine, I choose to do Wear To Style Yourself as my Facebook Page Name which is I prefer to do a business in clothing. Wear To Style Yourself provides a variety of fashion for the all categories of ages to them make their own style in their own attire. As simple as that, customers can choose which style they prefer to have either, Korean Style, English Style, Islamic Style as long as they are happy and comfortable with their outfit or also we can call it OOTD, Outfit of the Day.

Our target audience is a group of people who are loving to do a fashion style especially women that really love to be in fashion that can make them be confident when they are outside. But not forget, men also like to have their own style or outfit that is suitable for them.

I also registered my own business under Go- ECommerce platform that provides comprehensive guides for micro entrepreneurs and Subject Matter Experts (SMEs) interested in growing the business through digital platforms. There are also several online trainings that entrepreneurs and traders can leverage to increase business knowledge.

At the end of the study, I managed to get a lot of new knowledge in doing a business that I can apply in the real business in the world. I also got to evaluate a business performance through the posting and comment from customers to improve the business in the future.

## TABLE OF CONTENTS

<b>ACKNOWLEDGEMENT</b> .....	I
<b>EXECUTIVE SUMMARY</b> .....	II
1.0 Go- Ecommerce Registration.....	1
2.0 Introduction To Business.....	2- 4
2.1 Name and Address of Business.....	2
2.2 Organizational Chart.....	2
2.3 Mission and Vision.....	2
2.4 Description of Product / Services.....	3
2.5 Price List.....	3 - 4
3.0 Facebook Page (FB).....	4 - 31
3.1 Creating Facebook Page.....	4
3.2 Costuming URL Facebook Page.....	4
3.3 Facebook Post (Teaser).....	5 - 8
3.4 Facebook Post (Soft Sell).....	9 - 17
3.5 Facebook Post (Hard Sell).....	18 - 25
3.7 Graphics.....	26-31
<b>CONCLUSION</b> .....	32
<b>APPENDIX</b> .....	32

## 2.0 INTRODUCTION TO BUSINESS

### 2.1 Name and Address of Business

<b>Name of the Company</b>	Wear To Style Yourself
<b>Address of the Business</b>	Facebook Page
<b>Telephone Number</b>	017-3792941
<b>Form of Business</b>	Sole Proprietorship
<b>Main Activities</b>	Selling Clothing
<b>Product Distribution</b>	Online Sales
<b>Social Media Page</b>	<a href="https://www.facebook.com/yourstyleyourbeauty">https://www.facebook.com/yourstyleyourbeauty</a>
<b>Date of Commencement</b>	March 2021

### 2.2 Organizational Chart

**This business is operated by one person only.**

### 2.3 Mission and Vision

<b>Mission</b>	"Unlocking The Power of Clothing" - To make a difference of innovation through our branding to stay ahead of fashion style and trends with market changes and the power of technology.
<b>Vision</b>	To be the Best and the Greatest in Apparel Retailing.