



اَوْنُوْرَسِيْتِي تِي كُوْلُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

UiTM PUNCAK PERDANA
FACULTY OF INFORMATION MANAGEMENT
IM245- BACHELOR OF INFORMATION SCIENCE (HONS.)
INFORMATION SYSTEM MANAGEMENT

ENT530: PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT: **SOCIAL MEDIA PORTFOLIO (40%)**

Young Living With Angel (@younglivingbyangel)

<https://www.facebook.com/younglivingbyangel>

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First of all, I would like to thanks to Allah SWT for His blessing and mercy for giving me strength in completing these business case study successfully without any big trouble occur while completing it.

Next, a special thanks to my family for giving me support and motivation. Their positive advises and a supportive word makes me feel excited and able to complete this assignment.

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Last but not least, thank you to my friends because always correct each other mistakes and give opinion when we have trouble or have question about something related with this assignment.


EXECUTIVE SUMMARY

This social media portfolio is about my online business which is Young Living with Angel. The platform used to complete this assignment was Facebook page and my page was created on 19 April 2021. On the Facebook page, I posted seven teasers, 16 soft sells and 16 hard sells with creative caption. The purpose is to attract people to view my page and convince them to buy my products and be a member. I choose product from Young Living because it is a good product and need to be have by other people. Young Living Oil Diffuser also give benefit to our health since it has many natural advantages.

Young Living Oil Diffuser have been popularly used by in this country even though the price it a high. Essential oils have been used for thousands of years for their wonderful cosmetic properties. Young Living has always been at the forefront of bringing this ancient tradition to modern users, introducing millions to something they may never have dreamed possible. Primarily extracted through careful steam distillation, but also through cold pressing, the purest essential oils are far more powerful and effective than dry herbs, delivering quick and effective results. Any time you hold a bottle of our powerful essential oils, you are holding the pure essence of botanicals that can be diffused, inhaled, applied topically, and incorporated into massage.

INTRODUCTION OF BUSINESS

i. Name and address of business

	
PERSONAL	BUSINESS
<ul style="list-style-type: none">• Nurafaziera Dania binti Ramli• 21 years old• Graduated in Diploma of Information Management at UiTM Campus Segamat• Currently studying at UiTM Puncak Perdana In Bachelor Hons. Information System Management	<ul style="list-style-type: none">• Young Living with Angel• Selling via Facebook https://www.facebook.com/younglivingbyangel• Agent of Young Living Malaysia• Official store at Young Living Malaysia Sdn Bhd, Ground Floor, Tower 7 Avenue 3, Bangsar South, No. 8 Jalan Kerinchi 59200 Kuala Lumpur, Malaysia