



اَبُو سَيِّدِي تَيْكُونُو لَوِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF OFFICE SYSTEMS MANAGEMENT (HONS)

ENT530: PRINCIPLES OF ENTREPRENEURSHIP
INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

NAME OF BUSINESS: PURR PAWS

Prepared by: Nurul Izzati binti Mohammad Shukor

Matric No.: 2020885204

Group: ENT530 O

Prepared for: Dr. Syukrina Alini binti Mat Ali

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ACKNOWLEDGEMENT

In the name of Allah, the most Merciful and Beneficent, Alhamdulillah I am able to complete the assignment of Social Media Portfolio. This assignment requires a lot of effort, and the most important thing is consistency in every posting. Every posting was from the efforts which allow us to think deeper on how to be creative and what points could attract the reader. Hence, I would like to give big thanks to people as per below in helping me to complete this assignment.

Firstly, thanks to our lecturer, Dr. Syukrina Alini who helped a lot in explaining our inquiries and curiosity on this assignment. Dr. always gave us to practice on how to do the right way of copywriting. From all the practices, we get to learn from our mistakes and to avoid implement it in our tasks. Without her guidance, I would not be able to finish this assignment accordingly.

Next, I would like to express gratitude to my parents and family who have helped in giving me ideas regarding my assignment. Apart from that, they even help to share to their friends, neighbours and our families about my Facebook page which likes of the page would contribute to my marks. I am blessed to have such a supportive family.

Besides that, to my friends and contacts who also help to spread my Facebook page to others and giving me a lot of motivation to keep going. Without them, I may not capable enough to complete this assignment by myself.

Last but not least, this assignment is helpful for me who just started to do business on being a dropship. To fulfill the requirements on this assignment, I learnt how to do copywriting for my business posting on social media. In addition, hopefully this assignment would contribute a lot to my marks hence I will get an A+ for this course. Thank you.

EXECUTIVE SUMMARY

Given name for this business is Purr Paws. Purr is the short form from colour of purple since I like purple and paws stand for love towards cats. This business based in Jalan SS13/1G Subang Jaya and it was established in February 2021.

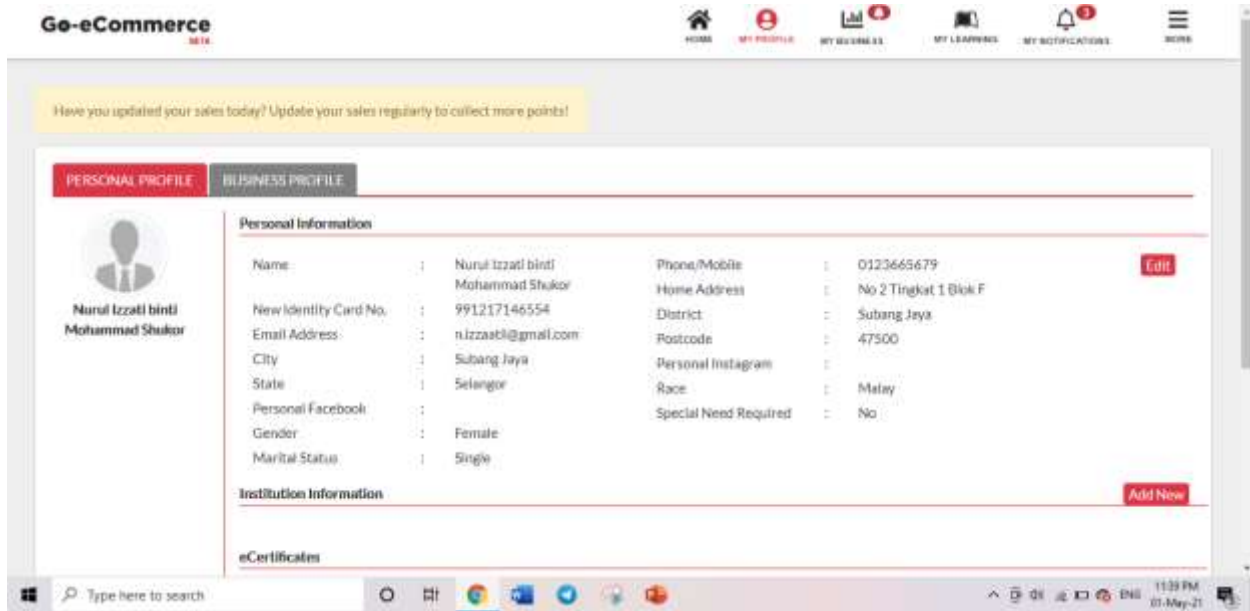
Purr Paws was established as the love of owner towards skincare products. As an acne survivor for 4 years, I believe people with acne problems can recover one day and that does not mean they are not pretty. We have to embrace our flaws and one day we will own clear skin and glow like others. With trademark of “Grow and Glow”, let us grow and glow together to achieve healthy and glowing skin. Mission of this business is to provide customer with affordable price of every international product and guaranteed authenticity. While vision is to be the first choice of skincare shop to all skincare junkies.

To achieve our organization’s goals, we always find for good bargain of skincare products, and we sell it with an affordable price. Those products that we sell are not available on Malaysia as it were mostly from United Kingdom and United States. Sometimes, my agent would search for discounted products, so customer do not have to pay for the normal price. From many choices of brand to choice from, customer could buy with reasonable price.

This business is based as a dropship under the owner, Syaza Syazwana binti Mat Zabidi and the agent, Nur Atika binti Zulkifli. I am as the authorized dropship has the responsibility to promote for all available products in the shop.

As attached below, will be the price list of all products in the shop. From this report also will include the prove from creating facebook page, customing URL page, and seven postings of teasers. Apart from teasers, there will also be every results from hard sell copywriting, soft sell copywriting, frequency of posting. All postings from each categories have included with some graphics to attract attention of Facebook users.

1.0) REGISTRATION OF GO-ECOMMERCE



1.1) INTRODUCTION OF BUSINESS

- **Name of business:** Purr Paws
- **Address:** Jalan SS13/1G, 47500 Subang Jaya, Selangor Darul Ehsan.
- **Mission:** Providing customer with affordable price of every product and guaranteed authenticity.
- **Vision:** To be the first choice of skincare shop to skincare junkies.
- **Description of product:** We sell mostly brands from other countries that are not available in Malaysia, with reasonable price and many choices to choose from.
- **Organization Chart:**

