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MARA

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OFFICE SYSTEMS MANAGEMENT (BA232)

ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

INDIVIDUAL ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

BA232 3A

PREPARED FOR:

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ACKNOWLEDGMENT

First and foremost, I would like to thank to Allah SWT for his blessing ease my journey to complete this Social Media Portfolio and Facebook posting assignment within the submission time given.

To begin with, I would like to express my deepest appreciation to all those who supported especially to my parents, friend while I am doing this Social Media Portfolio despite all the challenges that happened especially the Covid-19 disease happened to worldwide and our country, Malaysia.

Also, I would like to give my special gratitude to my lecturer for this subject which is Dr Syukrina Alini. Dr Syukrina who gives contribution to portfolio assignment in stimulating suggestions and encouragement and helped me in writing this until it is completed. Without her guidance, contribution, and encouragement I think I would not be able to complete this assignment perfectly on time.

Last but not least, I would like to give my gratitude to Universiti Teknologi Mara (UITM), especially to UITM Puncak Alam, Selangor. Thank you to the Faculty Business and Management (FBM) for giving me this opportunity to complete this interesting course.

EXECUTIVE SUMMARY

The social media portfolio is for Principles of Entrepreneurship subject requirement. The project involved promoting and marketing business through Facebook page. Student required to find a suitable product for their business and sell them through Facebook page. However, students must start and register the Go-Ecommerce as evidence that student already sign up for their registration before running the business through Facebook page. Next, the requirement of this social media portfolio is the Facebook page must achieve the total likes exceed 91 likes.

For my business, I have chosen to sell a perfume from Victoria secret which my business name called @Scent.byreen. The reason why I named it as a @Scent.byreen because I sell perfume that have a variety of scent and combination with my nickname which is Reen. There are a several type and scent that Scent.byreen sell. The price also affordable for all ages even they are a student, a worker or an elder. There are many types of scent that suits everyone so customer can freely choose the scent according to their taste and their personality. Our perfume is suits both genders not only focus on a woman, man also can wear our perfume.

Scent.byreen is always come with a many type of promotion, our promotion of free postage is always for an early bird and promotion will come whenever there is a special date for our business such as Birthday Sale in honor of the owner's birthday. Our price range is from RM 25 until RM 50 which is very cheap and affordable to all customers.

Unfortunately, in the middle of my posting I am facing the challenge where my first account Facebook page which is @Victoriasecret.rn has been reported by somebody and my account was disable. After that, I have created the new account which is my current account and continue make a posting of teaser, hard sell and soft sell.

INTRODUCTION OF BUSINESS

- Name and Address of the business

Scent.byreen is a product that sell perfume to the customer with affordable price and variety of choices that suits them with a different price of each of the type. The reason why I named it as a @Scent.byreen because I sell perfume that have a variety of scent and combination with my nickname which is Reen. However, all the staff in the Scent.byreen will happily give a free consultation to their customer when it comes to choose the right perfume that suits to them. Scent.byreen currently operating at No 177, Kawasan 3 batu 21 ¼ Jalan Budi 45800 Jeram Selangor.

Our target audience is a group of people who looking for a perfume at a reasonable price. Our product is suitable for all ages and genders which is men and women as we do not target at a specific audience because every people where perfume and our customer can be from anywhere if they are seeking for the best perfume.



Figure 1: Scent.byreen logo

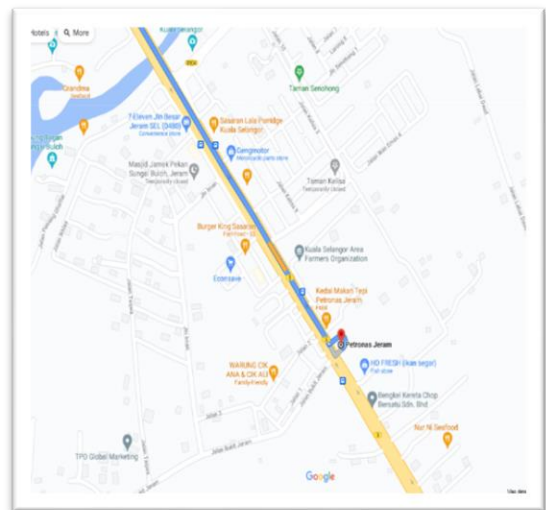


Figure 2: Map's location