



اُونِيُوَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SUBJECT CODE:

ENT530

LECTURER:

DR. SYUKRINA ALINI BINTI MAT ALI

ASSIGNMENT:

INDIVIDUAL ASSIGNMENT – SOCIAL MEDIA

SUBMISSION WEEK:

WEEK 14

PREPARED BY:

NURUL JAZMIN BINTI SHAMSUDIN

2020959547

BA2323A

ACKNOWLEDGEMENT

Firstly, I want to thank to Allah SWT for the health that He has provide me and His blessing to ease all the journey to finish this individual assignment till the end by myself.

Secondly, I want to thank the place that has accepted me as a student which is University Technology Mara (UITM) Campus Puncak Alam, Selangor for giving me the opportunity to conduct this assignment and continuing my degree in Office System Management studies there.

Thirdly, I want to thank Dr Syukrina Alini Binti Mat Ali of Entrepreneurship (ENT530) lecturer for this semester for the opportunity that she has gave to do this assignment as an individual and for her professionalism as a lecturer in guiding and teaching me for this subject for the whole semester. I have gain a lot of skills and learn a lot of new things while studying under her and while doing this assignment.

Fourth, I am also very grateful for my parents loved, support and understanding that they have given me to continue my studies and attend the universities' class in this pandemic era. They have tried their best to teach me and guide me until I finally get to this level.

Last but not least, I would also like to thank everyone who had involved and contributed directly or indirectly in my assignment process for their effort and support that they have shown to me during this assignment process.

EXECUTIVE SUMMARY

Lovetascarves is a retail type of business in business industry which selling a muslimah shawl to their customers. Our business offers an affordable price of shawl to our beloved customer by giving them a different type of shawl with different range of prices. Also, we frequently do a sale promotion and prepare a beautiful gift for every purchase to show our appreciation towards their support for our business.

Our target audience is a group of women and girl without any age focused and also a group of people who are looking for a shawl that is affordable and easy to wear with many different option of styling and design where they can choose according to their preferences.

Our business has registered with Go-Ecommerce website and has been approved, our business began to run on November 2019. We do not target any specific area of selling because our customer can be from anywhere around Malaysia. Currently, we are trying to find and hirer an agent from outside Malaysia such as Singapore and Indonesia because we have a high demand from that country to buy our shawl. Our product can be reach through online platform and also delivery to our customer house.

The marketing strategy that is use by Lovetascarves is social network and viral marketing. By doing this marketing strategy, more people will know about our product and increase the interest on our product. In addition, with viral marketing, we also build a relationship with our customer by hiring an artist to be our model and face that has good personality and low in negative gossip. This strategy will attract more customers' attention as we value our customers' satisfaction and wants.

At this moment, Lovetascarves is own by Nurul Jazmin Binti Shamsudin and has more than 100 workers including agent and drop shipper. Our business use Facebook page and as our platform for us to attract more online customer, gain more awareness and generate more sales at once. We will promote Lovetascarves business by doing a teaser post, soft sell and hard sell as our sale posting on Facebook.

TABLE OF CONTENTS

CONTENTS	PAGES
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
1.0 GO-ECOMMERCE REGISTRATION	5
2.0 INTRODUCTION TO BUSINESS	
2.1 NAME & ADDRESS OF BUSINESS	6
2.2 ORGANIZATIONAL CHART	7
2.3 MISSION & VISION	7
2.4 DESCRIPTION OF PRODUCT/SERVICES	8
2.5 PRICE LIST	9
3.0 FACEBOOK (FB)	
3.1 CREATING FACEBOOK PAGE	11
3.2 CUSTOMING URL FACEBOOK PAGE	12
3.3 FACEBOOK POST (TEASER)	12
3.4 FACEBOOK POST - COPYWRITING (SOFT SELL)	16
3.5 FACEBOOK POST – COPYWRITING (HARD SELL)	33
3.6 GRAPHICS/FREQUNECY OF POSTING	49
4.0 CONCLUSION	55
5.0 REFERENCES	56

2.0 INTRODUCTION OF BUSINESS

2.1 NAME AND ADDRESS OF BUSINESS



The name of Loveta is inspired by the feminine of our product which is shawl. The word love indicates that the guarantee of loving our shawl material and quality. The full name of this business is Lovetascarves which the word scarves show what is our product which is a shawl. The owner which is Siti Sarah purpose of choosing this name is to show to our customers what is this business offered to them. Using the product type as part of our business name, represent our identities to the customers.



Lovetascarves is located at 32-3 Prima Bizwalk, Jalan Tasik Prima 6/2, 47150 Puchong, Selangor.

Our works will be involving with designing process, editing videos and our production will be on a factory. So, most of the jobs is an office jobs which is easy for us to discuss and get more ideas from each of our employees. We choose a house to be our office because it is more comfortable and we can save on the cost.