



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**BACHELOR OF OFFICE SYSTEM MANAGEMENT (HONS.)
(BA232)**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
INDIVIDUAL ASSIGNMENT**



**SOCIAL MEDIA PORTFOLIO:
(YR.DAILYOUTFIT/ YDA BY ADLINA)**

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DATE OF SUBMISSION

16 July 2021

TABLE OF CONTENT

TABLE OF CONTENT	2
ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY	4
1.0 INTRODUCTION OF BUSINESS	5
1.0.1 Name and Address of Business	5
1.0.2 Business Mission and Vision.....	5
1.0.3 Organizational Chart.....	6
1.0.4 Descriptions of Product.....	7
1.0.5 Price List.....	7
2.0. FACEBOOK PAGE	11
2.0.1 Facebook Page Likes and Customized Link	12
2.0.2 Facebook E-Commerce Personal Profile	13
2.0.3 Facebook Business Profile E-Commerce.....	14
3.0 FACEBOOK POSTING	15
3.0.1 Facebook Posting-Teaser	15
3.0.2 Facebook Posting-Soft sell	17
3.0.3 Facebook Posting- Hard Sell	25
3.0.4 Facebook Posting-Frequency 19/4/2021-19/5/2021.....	38
CONCLUSION	48
REFERENCES	49

ACKNOWLEDGEMENT

First and foremost, in the name of Allah, the Most Merciful and Gracious. Alhamdulillah, all praise be to Allah SWT, I am able to finish this report for Principle of Entrepreneurship (ENT530) by the deadline.

We could not have completed this assignment without the cooperation of the lecturer's guidelines, my friends, and myself. Their assistance and sacrifice of time and energy in completing this assignment is greatly appreciated. However, I would like to express my heartfelt gratitude to the following people:

To our lecturer, Dr. Syukrina Alini Mat Ali, thank you for guiding me in completing this report and helping me in answering my doubts for this assignment with much patience. I could not have completed this report successfully without your guide and help.

Furthermore, I would like to thank my family for their help in ensuring that this report goes smoothly. They also provide me with everything I need to finish this report. Their sacrifices are meaningless.

Last but not least, thank you to everyone who has helped me, directly or indirectly, to complete this Individual Social Media Project. I sincerely hope that this report will help me learn more about entrepreneurship. Thank you very much.

EXECUTIVE SUMMARY

First and foremost, the goal of this task is to allow students to explore, improve, and learn new skills learned in Principles of Entrepreneurship (ENT 530). Yr.DailyOutfit, or YDA BY ADLINA, is a business that provides the current style of outfit that matches the current situation. Furthermore, NurAdlina Binti Bustami is responsible as a seller and collaborates with several partners, one of which is the supplier who handles the stock of my product. Furthermore, my company provides a wide range of designs, colors, sizes, and prices for Shirts, Tops, Blouse, Skirts, Dress, and Pants. Aleya Petak, Mariya Blouse, Midi Skirt, and Alice Dress are some of the available outfits.

Furthermore, our client is a customer with "buying power" who can contribute to my company's profit. This company's target market consists primarily of women, teenagers, and adults. We also want to appeal to customers who want to experiment and learn new ways to style their outfits. As a result, the importance of this target market is to ensure that our product and service share a common interest in meeting the needs of the customer.

Furthermore, because of Covid-19, this business has only recently been established and operates online at No. 03, Jalan Cengal, Batu 9 Cheras, 43200 Selangor. The main activity of the business is to sell it through social media, specifically Facebook, which using delivery services such as J&T and Poslaju. The postage cost is determined by the customer's location. Moreover, we place a high priority on the quality and service that we provide, such as cooling fabric, lightweight fabric, cotton fabric, and linen fabric. Thus, this type of fabric is ideal for weather conditions in Malaysia, which has high humidity and a lot of rain due to its location on the equator.

Last but not least, this task will allow you to investigate how we promote our business, as well as the skills and techniques we use in developing our business to achieve a satisfactory result. In Entrepreneurship, we must address four posting components. The first is Teaser Posting, which uses suspenseful, mysterious advertisements to pique an audience's interest and engagement in our services and goods (Ciotola, 2020). Following that, Soft Sell Posting is more focused on relationship building (Rodgers, n.d.). This method is used to demonstrate to prospective customers what services and products we have to offer. Furthermore, Hard Sell Posting is intended to persuade a customer to buy a product or service in the near future. Advertising or sales approach features are referred to as (Kenton, W. (2021). Last but not least, Frequency Posting is a posting that is made on a regular basis in order to create and engage with the customer (MayCreateDesign, 2019).

1.0 INTRODUCTION OF BUSINESS

1.0.1 Name and Address of Business

The business name is YrDaily.Outfit or YDA by Adlina which is a shortform of my business name. YrDaily is an abbreviation for Your Daily. This business is all about outfit from head to toe. It is a combination of shirt, dress, skirt, blouse and pants. This product is appropriate for both teenagers and adults, and it is affordable and simple to style. The address for this company is No. 03, Jalan Cengal, Batu 9 Cheras, 43200 Selangor. The company's motto is "Explore Your True Style." The customer's choice determines how they enrich themselves.



Figure 1.0.1 YrDaily.Outfit By Adlina Product And Motto

1.0.2 Business Mission and Vision

Vision

To enhance local opportunity, growth, and influence in every nation around the world.

Mission

To empower person about fashion to increase self-esteem, self-reputation and contribute knowledge to the community.