



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO

AINAA BEAUTY (Skin care)

Faculty : FACULTY OF BUSINESS ADMINISTRATION
Program : BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE
Program Code/Class: M1BA2422A
Course : PRINCIPLES OF ENTREPRENEURSHIP
Course Code : ENT530
Semester : 2
Name & Student ID No : 1. NURIN JAZLINA BINTI MAT ROPI (2021849562)
2. KHAIRUNNISA BINTI KAMAL (2021855622)
Name of the Company : LN'S SECRET

SUBMITTED TO
MADAM ZAINAH JALIL

SUBMISSION DATE:
29 JANUARY 2021

EXECUTIVE SUMMARY

LN's Secret is an online business that started on facebook. It was established in the year 2021 and the main focus is on health and beauty skincare products. LN's Secret is a dropship under Ainaa Beauty brand, a local beauty product owned by a Malaysian who is Syafiqah Aina which offers various skincare products that are sold at a reasonable price to their valued customers.

Items offered are Ainaa Serum, Ainaa Cleanser, Ainaa Sunscreen, Ainaa Scrub Mask and Ainaa Avocado Hydra Booster. All products are certified by Kementerian Kesihatan Malaysia (KKM) and have been given positive feedback. LN's Secret is not only targeting teenagers but the product also can be used by all stages of ages. Other than that, LN's Secret also does some sharing about getting healthy skin, how to choose the right skincare product and getting to know their skin type.

LN's Secret, a local business, is now running a Facebook account to widen its business platform. One of the best social media platforms, Facebook, can help sellers communicate well with their customers while engaging with their potential buyers. Soft sells, hard sells, and the starting teasers can be done well on the platform.

By using this social media platform, we have provided 7 teasers, 16 postings for hardsell and softsell. We implemented AIDCA and TISCta separately using various methods by writing the title on the post. We edit all the graphics using Canva. A more in-depth explanation is in progress below.

.

TABLE OF CONTENT

SOCIAL MEDIA PORTFOLIO	1
ACKNOWLEDGEMENT	2
EXECUTIVE SUMMARY	3
TABLE OF CONTENT	4
1.0 Go-Ecommerce Registration	5
1.2 e-Certificates of Completion	6
2.0 MyEnt Certificates	8
3.0 INTRODUCTION OF BUSINESS	10
3.1 Name and address of the business	10
3.2 Organizational Chart	11
3.3 Mission / Vision	11
3.4 Descriptions of products / services	12
3.5 Price list	13
4.0 Facebook (FB)	15
4.1 Creating Facebook (FB) page	15
4.2 Customizing URL Facebook (FB) page	17
4.3 Short Summary	17
4.4 Checklist of FB Posting (January 2021)	18
4.5 Facebook (FB) post – Teaser	19
4.6 Facebook (FB) copywriting – (Hard sell)	26
4.7 Facebook (FB) copywriting – (Soft sell)	55
5.0 Conclusion	80

1.0 Go-Ecommerce Registration

Go-eCommerce
BETA

HOME

MY PROFILE

MY BUSINESS

MY LEARNING

MY NOTIFICATIONS

MORE

ADD NEW

institution information

UITM Melaka Kampus Bandaraya Melaka - IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) KEWANGAN

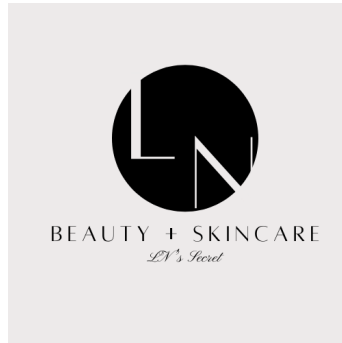
Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	:	Melaka	Name of Institution	:	UITM Melaka Kampus Bandaraya Melaka
Address of Institution	:	UITM Cawangan Melaka Kampus Bandaraya Kampus Bandaraya Melaka, 110, Off Jalan Hang Tuah 75300 Melaka	City	:	Bandaraya Melaka
			Postcode	:	75300
District of Institution	:	Melaka Tengah			
Level of Study	:	Bachelor Degree	Study Status	:	Full time
Course Name	:	IJAZAH SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) KEWANGAN	Class Name	:	M1BA2422A
			Year Enrolling the subject	:	2021
			Lecturer Name	:	Zainah Jalil
Subject Name	:	PRINCIPLES OF ENTREPRENEURSHIP	Year Of Internship Enrollment	:	
			Period of Internship Training	:	
Month Enrolling the Subject	:	10	Expected Month To Complete Study	:	2
Internship Enrollment	:	No			
Month of Internship Enrollment	:				
Expected Year To Complete Study	:	2024			
Related To Study Field	:	Yes			

Edit Delete

We presented our Go-Ecommerce registration under UiTM Melaka Kampus Bandaraya Melaka. We are majoring in Bachelor of Business Administration (Hons.) Finance and were evaluated by Madam Zainah Jalil for the subject of Principles of Entrepreneurship (ENT530).

3.0 INTRODUCTION OF BUSINESS

3.1 Name and address of the business



Name of the Business	LN'S Secret
Business Address	No 10-09-LG, Jln Mawar Biru 8A, Seksyen 9, 43650 Bangi, Selangor
Facebook	LN's Secret
E-mail	Inssecret@gmail.com
Phone number	017-0000000
Form of Business	Partnership
Main Activity	Selling local skin care products
Name of Bank	Maybank Berhad
Bank Account Number	-