



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

**FACULTY OF FILM, THEATRE AND ANIMATION (FiTA)
UNIVERSITI TEKNOLOGI MARA (UiTM)**

COURSE CODE/NAME:
ENT530/ PRINCIPLE OF ENTERPRENUERSHIP

LECTURER:
PUAN NURHUDA BINTI HJ NIZAR

TITLE OF ASSIGMENT:
SOCIAL MEDIA: IRAA JALIL WEDDING AND CATERING

NAME:
NUR FAHIRA BINTI ABDUL HALIM

STUDENT ID:
2019229274

PROGRAM/ GROUP:
FF237/ FF2374A

DATE OF SUBMISSION:
16 July 2021

Acknowledgement

First of all, we would like to express our outmost gratitude to Allah S.W.T and guidance in giving us strength to complete this report project “Social Media Portfolio”.

Even we are facing with some difficult in completing this report but we still managed to complete the task that given from our lecturer. We would like to thank our lecturer Principle of Entrepreneuership (ENT530), Dr. Nurhuda Haji Nizar for the full strength to the students and for guiding students to understand all the knowledge of this assignment.

In addition, many thanks to family and friends who helped a lot in completing the tasks that have been given.

Executive Summary



This portfolio is related to a project of a student who has done a business under the subject ENT530 which has been given by the lecturer. This portfolio is done individually. We were asked to create a Facebook page to do marketing and advertising related to the business done.

This business is done is intended to train students in doing a marketing related to the product made. We have also been taught to make teasers, hard sell and soft sell related to the products that have been done.



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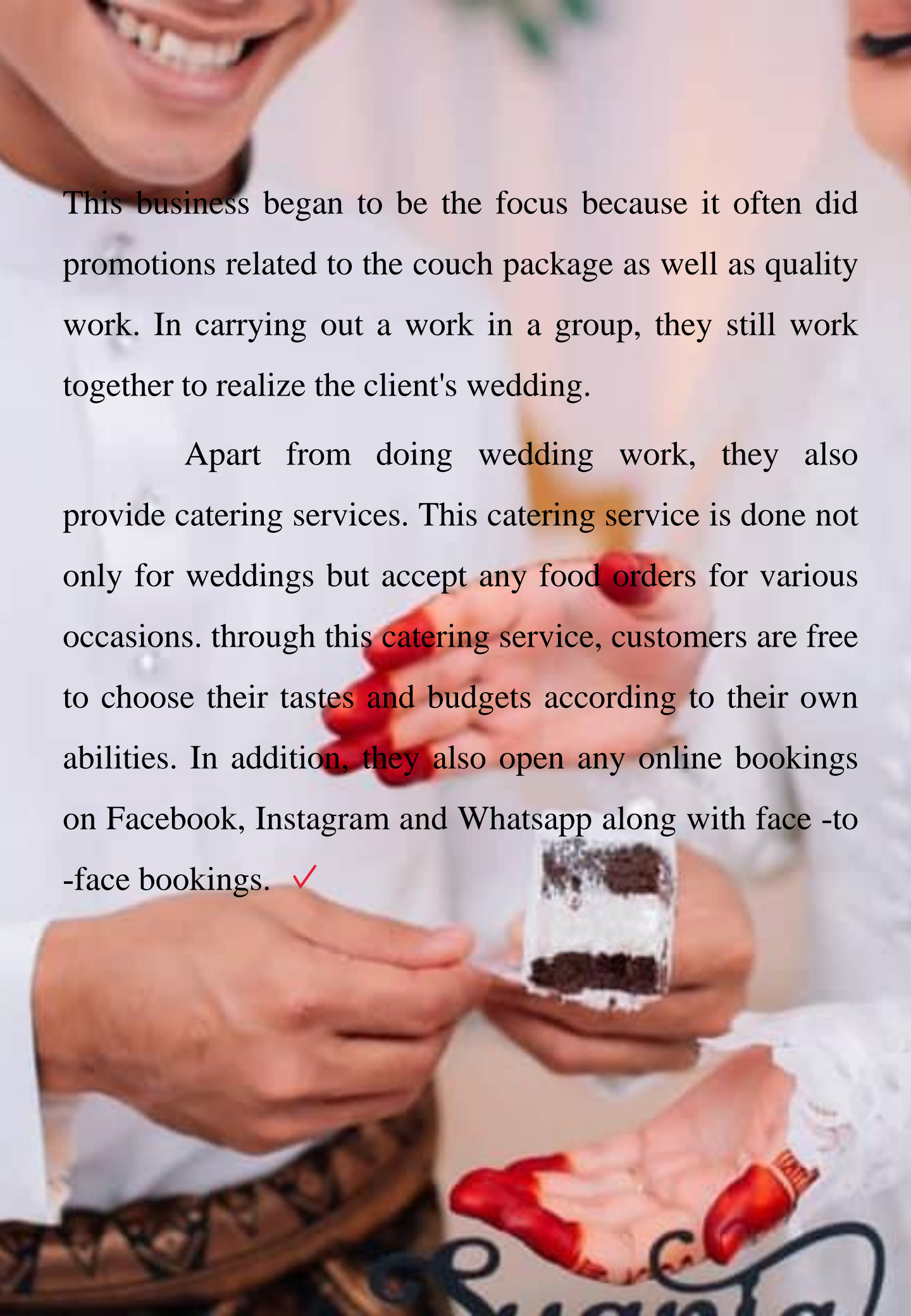
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Background of Company



Iraa Jalil Wedding and Catering is a business that develops the creative industry in the field of weddings. This bridal boutique is located at Jalan Raya Ketemba Luar, Kuala Pegang 09110 Baling, Kedah Darul Aman. The business was established in 2013 with his mother, Puan Ispalela Binti Bahari. Formerly this business was named as Embun Gallery which provides wedding dress sewing services. However, in 2017, this business was inherited by his third child, Ms. Nur Fahira and has changed this business to Iraa Jalil Wedding and Catering.

This business has been developed with his brother, sister and brother. Day after day this business has managed to impress everyone. Apart from working in Kedah, they also work in other states including Penang and Perlis.



This business began to be the focus because it often did promotions related to the couch package as well as quality work. In carrying out a work in a group, they still work together to realize the client's wedding.

Apart from doing wedding work, they also provide catering services. This catering service is done not only for weddings but accept any food orders for various occasions. through this catering service, customers are free to choose their tastes and budgets according to their own abilities. In addition, they also open any online bookings on Facebook, Instagram and Whatsapp along with face -to -face bookings. ✓

Organizations Chart



Our Mission ✓

To realize your wedding ceremony with an affordable and worthwhile package that will definitely give satisfaction at your ceremony.

Our vision ✓

- To facilitate the management of your wedding ceremony.
- Provide the best service.
- Affordable price to own.
- The latest wedding design.
- Easy to communicate online and face to face.

Price list



PELAMIN BERENDOI

Saiz: 8ft

Harga: RM350.00 – RM400.00

*harga mengikut design



PELAMIN TUNANG

Saiz: 8ft

Harga: RM350.00 – RM450.00

*harga mengikut design.



PELAMIN NIKAH

Saiz: 10ft – 13ft



Harga: RM500.00 – RM850.00

*harga mengikut design.



PELAMIN SANDING

Saiz: 10ft – 13ft



Harga: RM550.00 – RM950.00

*harga mengikut design



PELAMIN NIKAH

SANDING

Saiz: 10ft – 13ft

Harga: RM950.00 – RM1200.00



*harga mengikut design



PAKEJ TAMBAHAN

Meja makan: RM300.00

Set bilik tidur: RM250.00

Pintu gerbang: RM150.00

Karpet merah: RM100.00



PAKEJ KATERING



PAKEJ ORKID 🌸

RM 8.00 (1200pax)

- Nasi Minyak + Nasi Putih
- Gulai Daging Rias Pisang
- Masak Lemak Ikan Masin
 - Ulam & Sambal
 - Buah Buahan
 - 2 Jenis Air
 - 3 Biji Khemah

PERCUMA

- Meja Makan Beradab
- 2 Set Meja VIP

PAKEJ LILY 🌸 ✓

RM 9.00 (1200pax)

- Nasi Minyak + Nasi Putih
- Daging Masak Hitam
- Ayam Masak Kicap / Ayam Masak Merah
- Ikan Masin Goreng
- Ulam & Sambal
- Buah Buahan
- 5 Jenis Air
- 3 Biji Khemah

PERCUMA

- Meja Makan Beradab
- Photobooth
- 2 Set Meja VIP

PAKEJ ROSE 🌹

RM 10.00 (1200pax)


- Nasi Minyak / Nasi Hujan Panas +
Nasi Putih
- Daging Rias Pisang
- Ayam Masak Merah / Ayam
Rempah
- Masak Lemak Ikan Masin
- ulam & Sambal
- Buah Buahan
- 5 Jenis Air
- 4 Biji Khemah


PERCUMA


- Meja Makan Beradab
- Photobooth
- Set Makanan Pengantin
- 4 Set Meja Vip







Facebook Page


<  Iraa Jalil Wedding & Cateri...




 **Iraa Jalil Wedding & Catering**
Wedding planning service


 **Following**


 **Following**  


 Followed by Bella, Frida, Fatini and 339 others


Home **Services** **Reviews** **Shop** **Offers** **PI**

About  **Suggest edits**

 Rating · 0 (0 reviews)

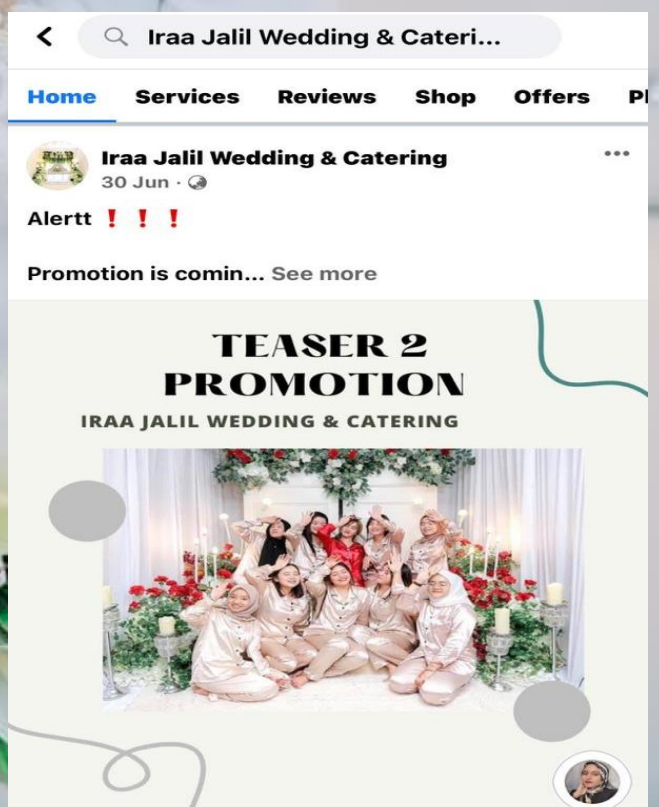
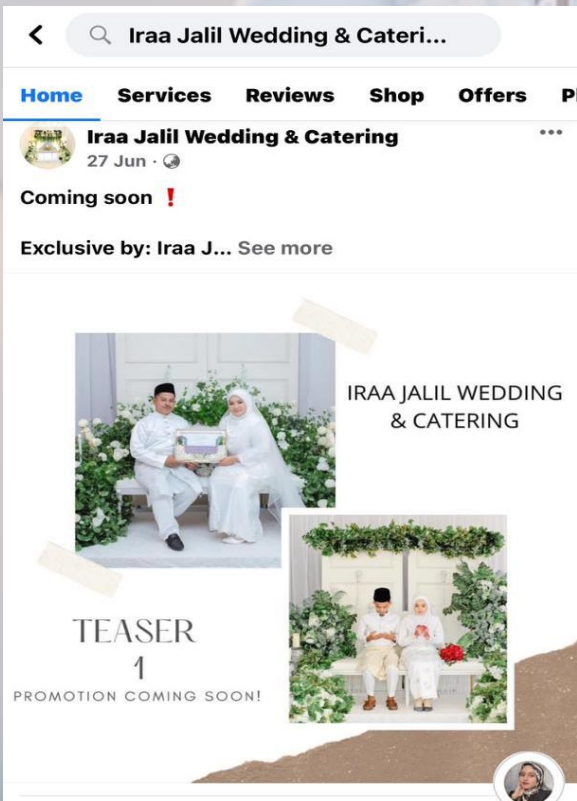
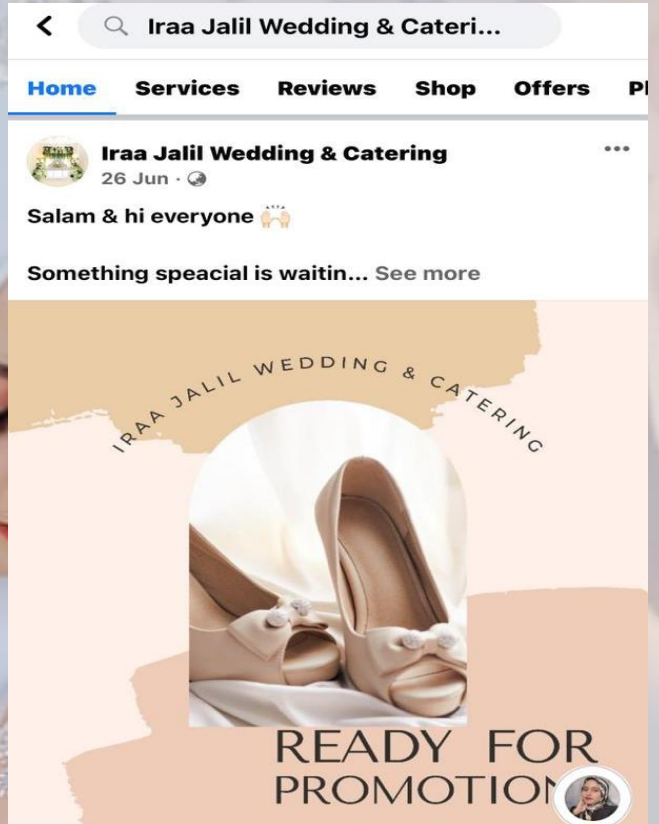
 019-434 4367

 irajalil99@gmail.com



<https://www.facebook.com/irajalilwedding/>

Teaser ✓



Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 2 Jul · 🌐

Amacam ? Cantik kan gambar customer duduk atas pelamin .
... See more

TEASER 3

PROMOTION COMING SOON!



IRAA JALIL WEDDING & CATERING

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 3 Jul · 🌐

Mesti ramai tak sabar kan nak tunggu next promotion kan ?
... See more



Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 3 Jul · 🌐

Beautiful in white ❤️

Jangan lupa turn on notification untuk da... See more



PROMOTION COMING SOON !

Teaser 5

@IRAAJALILWEDDING



You

Like Comment Share

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 4 Jul · 🌐

Mulakan pagi anda dengan teaser 6 yang semestinya design pelamin yang cantik.
... See more

TEASER 6

PROMOTION

IRAA JALIL WEDDING & CATERING



1

← Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers PI

Iraa Jalil Wedding & Catering 5 Jul · 🌐

Mesti ramai tak sabar nak tunggu promosi yang akan datang kan .
... See more

TEASER 7 PROMOTION
IRAA JALIL WEDDING & CATERING



✓



← Iraa Jalil Wedding & Cateri...


Home Services Reviews Shop Offers PI

Iraa Jalil Wedding & Catering 6 d · 🌐


Next teaser !

Rugi lah kalau tak grab promotion yang a... See more

TEASER 8 PROMOTION
IRAA JALIL WEDDING & CATERING



✓



← Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers PI

Iraa Jalil Wedding & Catering 3 d · 🌐

Its coming ✨

Teaser ke-9 dengan tema purple yang sa... See more

TEASER 9 PROMOTION
IRAA JALIL WEDDING & CATERING




← Iraa Jalil Wedding & Cateri...


Home Services Reviews Shop Offers PI

Iraa Jalil Wedding & Catering 1 d · 🌐


Mana satu anda pilih ?

Exclusive by: Iraa J... See more

TEASER 10 PROMOTION
IRAA JALIL WEDDING & CATERING



TEASER 11 PROMOTION
IRAA JALIL WEDDING & CATERING



Izzani Syarimi

Like Comment Share



Iraa Jalil Wedding & Cateri...

Home

Services

Reviews

Shop

Offers

Pl



Iraa Jalil Wedding & Catering

11 h · 🌐



Dah masuk last teaser untuk promosi pelamin .

Mesti ramai yang tak sabar nak tengok de... See more

**TEASER 12
PROMOTION**

IRAA JALIL WEDDING & CATERING



**TEASER 13
PROMOTION**

IRAA JALIL WEDDING & CATERING



**TEASER 14
PROMOTION**

IRAA JALIL WEDDING & CATERING



Izzani Syarimi



Iraa Jalil Wedding & Cateri...



Home

Services

Shop

Offers

Photos

Vi



Iraa Jalil Wedding & Catering

36 m · 🌐



Teaser pelamin nikah special request .

Exclusive by: Iraa J... See more



Hard Sell



Iraa Jalil Wedding & Catering
27 May · 🌐

PROMOSI PAKEJ KAHWIN RM1250 ! ! PROMOSI PAKEJ KAHWIN RM1250 ! ! PROMOSI PAKEJ KAHWIN RM1250 ! !

Serikan MAJLIS PERKAHWINAN anda dengan pakej MAMPU MILIK & BERBALOI dari kami IRAA JALIL WEDDING PLANNER 🔥

Open booking bulan 8/9/10/11/12 (2021)

Kami menawarkan PAKEJ PELAMIN SANDING FULL COVER 10ft +++ & MEJA MAKAN hanya RM1250 Sahaja ! Include bantal nikah & payung.

Detail :

- Pakej yang sangat terhad bergantung pada tarikh majlis yang kosong.
- Pilih gambar pelamin and meja makan di dalam FB.
- Direct WS and bagitahu alamat serta tarikh majlis anda.
- Pelamin atau meja makan di luar rumah, canvas untuk cover kain tuan rumah harus sediakan.
- Free transport untuk area BALING.
- Luar kawasan dikenakan cas transport separuh

Iraa Jalil Wedding & Catering
1 Jun · 🌐

PROMOSI PELAMIN & CATERING BAJET

Dah ada promosi jangan tunggu lama lama guys.. mai sini booking tarikh sebelum tarikh anda penuh.

ANDA TAK PERLU PENING KEPALA, KAMI AKAN BANTU ANDA UNTUK MELANCARKAN MAJLIS DENGAN MERIAH. TUAN RUMAH HANYA PERLU FOKUS LAYAN TETAMU.

Nak tahu apa yang istimewa? Meh sini kita listkan,

- ✔️ Design Pelamin Yang Terbaru
- ✔️ Makanan Yang Sangat Sedap
- ✔️ Boleh Request Menu Makanan
- ✔️ Termasuk Khemah, Kerusi & Meja
- ✔️ Harga yang berpatutan
- ✔️ Kualiti Dan Kepuasan Hati Diutamakan
- ✔️ Deposit Yang Rendah
- ✔️ Majlis Postpone Deposit Tetap Jalan

Klik LINK ni untuk terus Whatsapp Dengan IRAA JALIL WEDDING & CATERING
==> www.wasap.my/60194344367/

Iraa Jalil Wedding & Catering
2 d · 🌐

Tahu tak dengan harga RM600 anda akan dapat pelamin cantik macam ni ?

YA BETUL !

Hanya RM600 sahaja anda mampu mendapat pelamin yang cantik dengan design terkini.

Yang bestnya anda boleh request untuk pertukaran warna ikut citarasa anda 😊

Tunggu apa lagi jom Save The Date dengan kami 🙏

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#malaywedding #minipelamin #pelamin

Iraa Jalil Wedding & Catering
5 h · 🌐

Biar betul harg RM300 sahaja ? ?

Kalau tak percaya jom ws sekarang untuk dapatkan pakej yang mampu milik.

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Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 11 h · 🌐

Betul ka dengan harg RM400 akan dapat full cover macam ni??

Ya memang betul. Dengan harga RM400 anda akan dapat full cover background, set sofa dan buai baby .

Jangan lupa booking set pelamin berendoi dengan kami. Yang pasti harga lebih murah !

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Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 21 m · 🌐

PROMOSI RM800 !! PROMOSI RM800 !! PROMOSI RM800 !!

Serikan MAJLIS PERKAHWINAN anda dengan pakej MAMPU MILIK & BERBALOI dari kami IRAA JALIL WEDDING PLANNER 🍷

Kami menawarkan PAKEJ PELAMIN SANDING FULL COVER 10ft++ hanya RM800 Sahaja !

Detail :

- Pilih gambar pelamin di dalam FB.
- Direct WS and bagitahu alamat serta tarikh majlis anda.
- Pelamin di luar rumah, canvas untuk cover kain tuan rumah harus sediakan.
- Boleh discuss untuk design lain atau design dari cus sendiri.
- Free transport untuk area BALING & KUALA KETIL.
- Luar kawasan dikenakan cas transport separuh harga.
- Yang dah booking tidak dibenarkan tukar pakej.

www.wasap.my/60194344367/irajalilWedding

Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 6 d · 🌐

Hello guys !

Tahu tak dengan harga RM850 anda akan dapat pelamin yang mewah dan cantik macam gambar di bawah 👍

Yang pasti jangan lupa booking pelamin korang dengan kami .

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Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 1 d · 🌐

Percaya ke tidak dengan harga RM400 anda akan dapat set pelamin berendoi yang sangat besar dan cantik !

Yang bestnya anda boleh request color ikut kesukaan anda .

Tak percaya ? Anda boleh terus ws kami.
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< Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 21 Jun · 🌐

Hello guys !

Masih mencari pakej pelamin untuk majlis anda nanti ke ?

Nak yang murah and berbaloi ? ?

Anda boleh terus cari kami tau. Pelamin design yang terkini yang pasti puas hati ¹⁰⁰

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< Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 11 h · 🌐

Dengan harga RM300 sahaja anda akan dapat set meja makan pengantin yang simple dan cantik.

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< Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 6 m · 🌐

Pelamin off white ala ala Nilofa anda akan dapat dengan harga RM800.
 ... See more



👍 Like 💬 Comment ➦ Share

Iraa Jalil Wedding & Catering 45 m · 🌐



< Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 3 m · 🌐

Hanya dengan harga RM350, set meja makan bawah khemah anda akan dapati.
 ... See more





← Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers Pl

Iraa Jalil Wedding & Catering 4 m · 🌐

Pakej pelamin berendoi hanya dengan RM400 anda akan mendapat 2 buah buaian .
... See more



👍 Like 💬 Comment ➦ Share

← Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers Pl

Iraa Jalil Wedding & Catering Just now · 🌐

Pelamin ala ala klasik yang berharga RM850 akan menjadi milik anda kalau anda datang booking tarikh dengan kami secepat... See more



👍 Like 💬 Comment ➦ Share

Soft Sell

< Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 28 Jun · 🌐

Selamat pagi semua . Semoga kita terus kuat untuk hadapi pandemic covid19 🙏

Jangan lupa grab promotion yang akan datang. Please follow and like page !

Exclusive by: Iraa Jalil Wedding

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< Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 24 Jun · 🌐

Have a good day guys !

After MCO, kami akan bagi harga promosi untuk bakal pengantin yang akan melangsungkan majlis perkahwinan 🙏

Semoga kita dapat menjalani kehidupan norma baru yang sebaiknya 🤍

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< Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 28 Jun · 🌐

Theme soft pink & garden. Kalau ada yang berkenan boleh request color and design tau.

Yang pasti design yang latest dan terkini dari kami 👍


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< Iraa Jalil Wedding & Cateri...

Home Services Reviews Shop Offers P

Iraa Jalil Wedding & Catering 5 Jul · 🌐

Good morning everyone .

Stay safe and selalu jaga jarak bila berada di kawasan awam 🚫

Sama-samalah kita mengurangkan penularan virus covid-19.

Exclusive by: Iraa Jalil Wedding

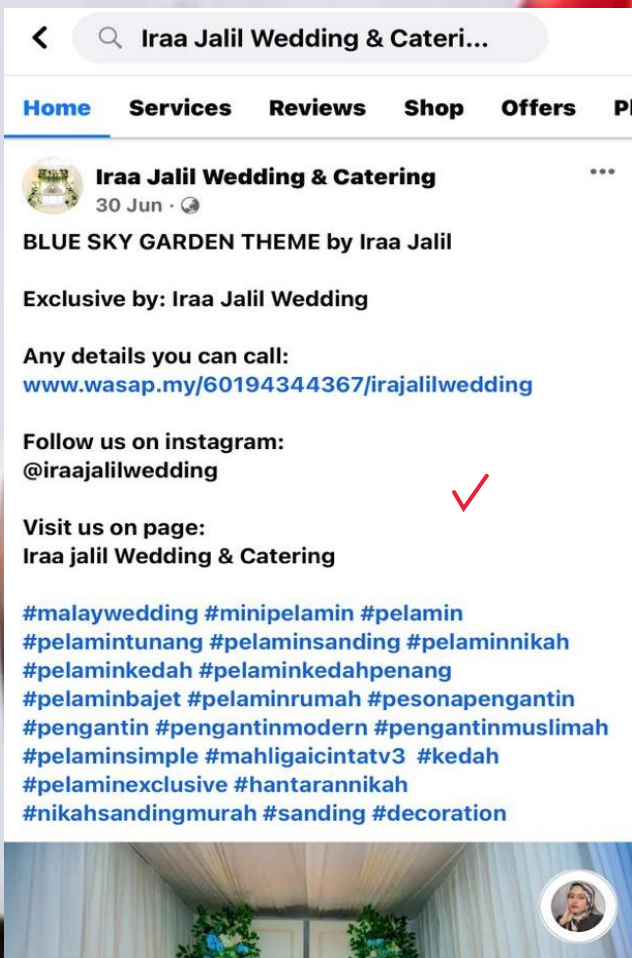
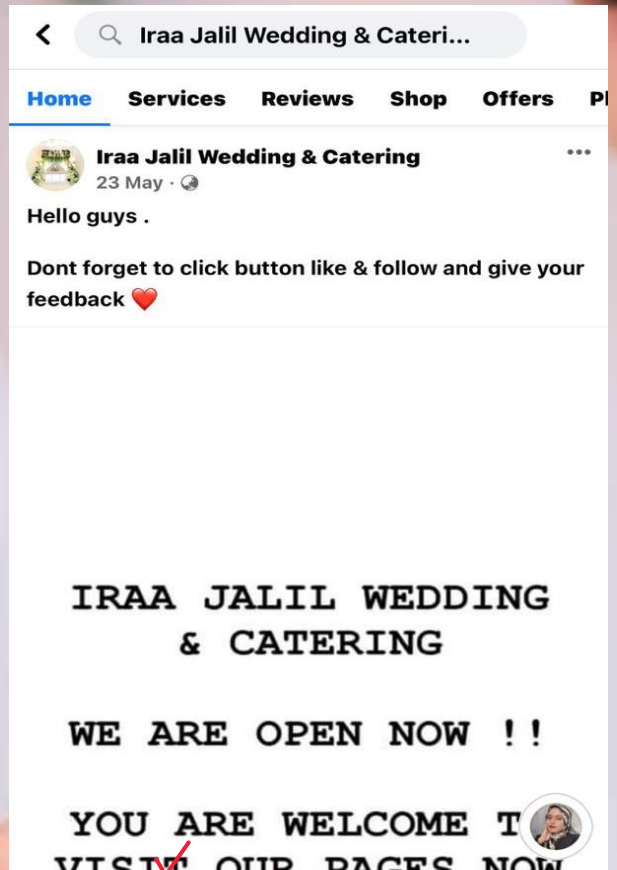
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Iraa Jalil Wedding & Catering

3 d · 🌐

Selamat pagi semua .

Semoga kita berada dalam keadaan yang sihat di samping melawan pandemik covid-19 .

Stay safe everyone ❤️

Exclusive by: Iraa Jalil Wedding

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Iraa Jalil Wedding & Catering

1 Jul · 🌐

Good morning everyone ❤️

Have a nice day today .

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#malaywedding #minipelamin #pelamin #pelamintunang #pelaminsanding #pelaminnikah #pelaminkedah #pelaminkedahpenang #pelaminbajet #pelaminrumah #pesonapengantin #pengantin #pengantinmodern #pengantinmuslimah #pelaminsimple #mahligaicintatv3 #kedah #pelaminexclusive #hantarannikah #nikahsandingmurah #sanding #decoration



a photo by i kram

Graphics Wedding Ceremony ✓



Graphics Catering



Conclusion ✓

In conclusion, Iraa Jalil Wedding & Catering is a product that has used Facebook as a platform to do marketing. By using teaser strategies, hard sell and soft sell have succeeded in attracting more customers to accept our services.

Therefore, this Facebook platform is an easy platform for people to receive information related to the products we make. Facebook is becoming a top choice as it is exposed to all ages regardless of race and religion. In doing marketing strategies, the sentences used to attract the attention of customers should also use sentences that are easy to understand and a good way of delivery.




The services we provide also benefit customers. This is because our company also holds promotions every month by offering reasonable prices. In addition, our company has also given gifts to customers who have received our service



Appendices



PERSONAL PROFILE **BUSINESS PROFILE**


NUR FAHIRA BINTI ABDUL HALIM

Personal Information

Name	NUR FAHIRA BINTI ABDUL HALIM	Phone/Mobile		Edit
New Identity Card No.		Home Address		
Current Address		District		
City		Postcode		
State		Personal Instagram	Instagram: coniraajali	
Personal Facebook	https://www.facebook.com/iraajali	Race	Malay	
Gender	Female	Special Need Required	No	
Marital Status	Single			

Institution Information [Add New](#)

UTM Puncak Perdana - NIN ENT530

Type of Institution	BIT	Institution List	Universiti Teknologi MARA	
State of Institution	Selangor	Name of Institution	UTM Puncak Perdana	
Address of Institution	Universiti Teknologi MARA Kampus Puncak Perdana, Jln Pulau Angsa AU10/A, 40150 Shah Alam, Selangor	City	Puncak Perdana	
District of Institution	Petaling	Postcode	40150	
Level of Study	Bachelor Degree	Study Status	Full time	Edit Delete
Course Name	NIN ENT530	Class Name	FF2374A	
Subject Name	Principles of Entrepreneurship	Year Enrolling the subject	2021	
Month Enrolling the Subject	2	Lecturer Name	NURHUDA BINTI HAJI NIZAR	
Internship Enrollment	No	Year Of Internship Enrollment	0	
Month of Internship Enrollment	-	Period of Internship Training		
Expected Year To Complete Study	2023	Expected Month to Complete Study	10	
Related to Study Field	Yes			

eCertificates

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- Have completed all 7 eCertificate chapters on Statista Digital Academy before end of 2019
- Have completed a digital entrepreneurship course at a partnering tertiary institution

PERSONAL PROFILE **BUSINESS PROFILE**


NUR FAHIRA BINTI ABDUL HALIM

Company Name	IRAA JALIL WEDDING PLANNER	Company Registration No.		Edit
Type Of Business	Enterprise	Business Role	Product Owner	
Facebook Page	IRAA JALIL WEDDING PLANNER	Business Category/Business Sub-Category	Supplies & Services / Event Related	
Wechat for Business		Business Instagram Page	www.instagram.com/iraajilwedding	
Marketplace	Others	Business Website		
Business Related to Your Study Field		Type Of Website		
		Experience in International Export		

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