



اوتو تكنولوجي مارا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Filem, Teater
dan Animasi

**FACULTY OF FILM, THEATER AND ANIMATION (FiTA)
UNIVERSITY TECHNOLOGY MARA (UiTM)
CAMPUS PUNCAK PERDANA, CAWANGAN SELANGOR**

**BACHELOR OF CREATIVE INDUSTRY MANAGEMENT
(HONS) FILM PRODUCTION (FF2374A)
PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**



SOCIAL MEDIA PORTFOLIO: DIYAZ.INSPIRED PERFUME

PREPARED BY:

NAME	MATRIX NUMBER
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PREPARED FOR:

DR. NURHUDA BINTI HAJI NIZAR

DATE OF SUBMISSION:

16 JULY 2021

Preliminary Materials



ii. Acknowledgement

First of all, we would like to thank God infinitely for allowing us to complete our task on time with little trouble. If He does not will, we will not be able to collect our reports simultaneously. We would also like to personally thank our Principle of Entrepreneurship (ENT530) lecturer, NurHuda binti Haji Nizar for all her support and guidance that has really made us continue to achieve the spirit of completing our keynote report in this course. Special thanks to my parents for supporting us to complete this portfolio by helping sell business products. This portfolio has been prepared with the cooperation and support of various parties. Through this problem I managed to improve myself in a more orderly and relevant manner in dealing with problems or creating solutions. While my business was operating a lot of new information I learned that really changed me into a better person in decision making. This portfolio includes social media businesses using Facebook, making soft sales, making hard sales, making teasers to attract customers and also earning sales and revenue.

Finally, to those who were involved and supported indirectly or directly to this portfolio, I am very grateful and very appreciative of them for their effort and enthusiasm while preparing this portfolio. So, thank you for also contributing many interesting ideas to improve my business in terms of operations and management.

iii. Executive summary



DIYAASZ ENTERPRISE is the property established by Sharifah Rodhiah Binti Syed Zahari and the Company is established and registered under the Companies Commission of Malaysia (SSM) and its registration number is (002876188-P). The location of the company's premises is at. No: 27 Jalan SG 9/25, Taman Sri Gombak 68100 Batu Caves, Selangor Darul Ehsan. This business was established by selling men's and women's perfume products. The business is more focused on providing products through online. Therefore, the Facebook page was created with the name @Diyaz.Inspired Perfume The reason for choosing the Facebook page as the main platform to disseminate product information is because it is easier and Facebook is more social than others. Therefore, it is easy for me to attract more customers within the specified range. In addition to Facebook, Instagram and also Shopee have been chosen as platforms for communication with customers. Regarding the price of the product, the price is very affordable and easily available at RM 35 per unit.

The main focus of the customer is regardless of age and gender. The reasons why I chose them is because referring to my investigation, the majority of these perfumes are often worn in their daily lives equally regardless of age or gender as stated and the price is very affordable and the fragrance is the same as the original perfume. So, I took this opportunity to sell this product by setting up a business and its place close to my premises so that it is easy for me to deliver the product to the customer. The method of product delivery is by COD as well as postage, Moreover, if the customer requests for delivery a minimum charge will be given as long as it is within the reach of the business.

Table of contents



B. Body of the Report

i.	Go-Ecommerce registration and Certificate (Print Screen)	1
ii.	Introduction of business	2 – 6
	▪ Name and address of business	
	▪ Organizational chart	
	▪ Mission/Vision	
	▪ Descriptions of products / services	
	▪ Price list	
iii.	Facebook (FB)	7 – 28
	▪ Creating Facebook (FB) page	
	▪ Customing URL Facebook (FB) page	
	▪ Facebook (FB) post – Teaser	
	▪ Facebook (FB) post – Copywriting (Hard sell)	
	▪ Facebook (FB) post – Copywriting (Soft sell)	
	▪ Graphics (Teaser, Hard sell & Soft sell)	
iv.	Feedback customer	29
v.	Conclusion	30

B. Body of the Report



i. Go-Ecommerce registration and Certificate (Print Screen)

Go-eCommerce

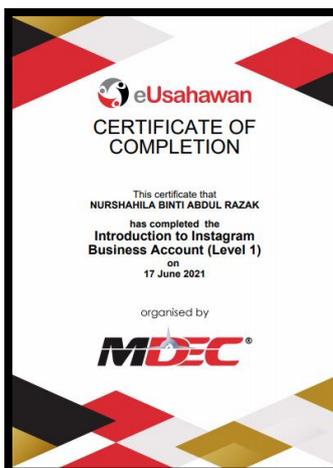
Personal Information

Name	: NURSHAHILA BINTI ABDUL RAZAK	Phone/Mobile	:
New Identity Card No.	:	Home Address	:
Email Address	:	District	:
City	:	Postcode	:
State	:	Personal Instagram	:
Personal Facebook	:	Race	: Malay
Gender	: Female	Special Need Required	: No
Marital Status	: Single		

Institution Information

UTM Puncak Perdana - NHN ENT530

Type of Institution	: IHL	Institution List	: Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	: UTM Puncak Perdana
Address of Institution	: Universiti Teknologi MARA Kampus Puncak Perdana, Jin 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
Course Name	: NHN ENT530	Class Name	: FF2374A
Subject Name	: Principles of Entrepreneurship	Year Enrolling the subject	: 2021
Month Enrolling the Subject	: 3	Lecturer Name	: NURHUDA BINTI HAJI NIZAR
Internship Enrollment	: No	Year Of Internship Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2022	Expected Month To Complete Study	: 6
Related To Study Field	: Yes		



ii. Introduction of business

- Name and address of business



Diagram 1 shows the logo in Diyaz.Inspired Perfume Company.

To founder DIYAASZ ENTERPRISE: Sharifah Rodhiah binti Syed Zahari

Business name	DIYAASZ ENTERPRISE
SSM number	002876188-P
Location	No: 27 Jalan SG 9/25, Taman Sri Gombak 68100 Batu Caves, Selangor Darul Ehsan
Product name	Diyaz.Inspired Perfume
Facebook page	https://www.facebook.com/LeaderStokis.Perfume/?ref=pages_you_manage (Diyaz.Inspired Perfume)

▪ **Organizational chart**

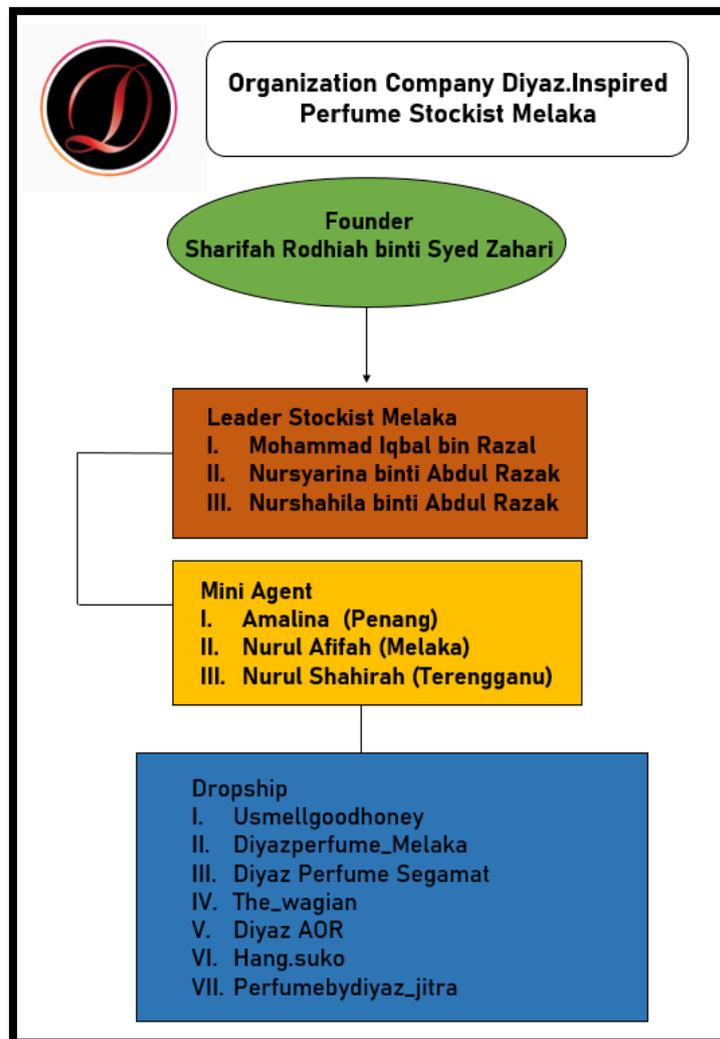


Figure 2 shows the organization chart in Company's Diyaz.Inspired perfume

In briefly, teamwork refers to employees who work in a group that often work together and carry out tasks shoulder to achieve team goals. A team consists of a combination of a number of individuals who have interdependent competencies in terms of ability, expertise, skills and knowledge and have accountability and commitment to team performance and are willing to perform tasks together. This is an organization chart from Company's Diyaz.Inspired Perfume to Leader of Melaka Stockists. If seen in Figure 2, it shows that the leader of the Melaka Stockist is three people and the mini agent is also three people but from different states. Apart from that, if you look at the dropship, there are seven people and it is also from different states and regions.

- **Mission/Vision**



- I. Mission

- To expand distribution perfume throughout Malaysia
 - To provide the best products and services towards customer satisfaction.
 - To increase sales volume to four figures within 5 months.

- II. Vision

- Becoming the number one supplier of men's and women's perfumes in Malaysia.

- **Descriptions of products / services**



Figure 3 shows the perfume by Diyaz.Inspired Perfume

DIYAASZ ENTERPRISE is the sole proprietorship of various types of perfumes for both men's and women's. The essence used is imported from Europe which has a perfume that long lasting until 12 hours. It has EDP 40ml and this perfume's has 99% the same original perfume and can be taken for prayers for Muslims. Texture, not too dense and it is suitable as a travel size anywhere. The ingredients used in producing perfume are different according to the perfume produced.



- *LEBIH 100 WANGIAN LELAKI&PEREMPUAN*
- *EDP / 40ML*
- *LONG LASTING SEHINGGA 12 JAM*
- *BAU 99% SAMA SEPerti ORIGINAL PERFUME*
- *MESRA SOLAT*
- *TRAVEL SIZE. MUDAH DIBAWA*
- *PATI IMPORT DARI EUROP*

➤ Example ingredients used in producing perfume ✓ by Diyaz.Inspired Perfume.

<p style="text-align: center;">FLORA</p>  <p style="text-align: center;">For women's</p>	<ul style="list-style-type: none"> • Floral • Fruity • Rose • Fresh • Woody • Citrus • Patchouli • Musky • Sweet • Warm spicy
<p style="text-align: center;">DE BLUE</p>  <p style="text-align: center;">For men's</p>	<ul style="list-style-type: none"> • Citrus • Warm spicy • Woody • Aromatic • Amber • Fresh spicy • Smoky • Balsamic • Green • Fresh

➤ Service and operation hours ✓

Service	Operation hours
 <p>It is conducted by postage in every area in the state including Sabah and Sarawak</p>	 <p>Operation hours are carried out for 24 hours or it is said that there is no set time if the customer wants to ask the seller. But for self-pickup requires time according to the suitability of the seller</p>
 <p>It is carried out by self-pickup/cod in every area in the state because it has various stockists in every state including Sabah and Sarawak.</p>	

➤ Example list of perfume by Diyaz.Inspired Perfume



- | Men's | Women's |
|------------------------------|--------------------------------|
| • Aigner Blue Emotion | • Annick Goutal Petite Cherry |
| • Bvlgari Aqva | • Anna Sui Flight Of Fancy |
| • Carolina Herrera 212 Vip | • Anna Sui Secret Wish |
| • Chanel De Bleu | • Avril Lavigne Forbidden Rose |
| • Creed Aventus | • Carolina Herrera 212 Vip |
| • Dior Homme Intense | • Carolina Herrera 212 Sexy |
| • Dior Sauvage | • Dior Blooming Bouquet |
| • Dolce & Gabbana The One | • Dior Poison |
| • Dunhill Desire Blue | • Dolce & Gabbana The One |
| • Giorgio Armani Aqua Di Gio | • Dolce & Gabbana 3 |
| • Giorgio Armani Black Code | • l'imperatrice |
| • Hugo Boss Bottled | • Dolce & Gabbana Light Blue |
| • Hugo Boss Energise | • Escada Moon Sparkle |
| • Hugo Boss The Scent | • Escada Sexy Graffiti |
| • Mont Blanc Legend | • Escada Pacific Paradise |
| • Mont Blanc Starwalker | • Escada Cherry In The Air |
| • Paco Rabanne 1 Million | • Gucci Flora |
| • Paco Rabanne Invictus | • Gucci Gardenia |
| • Versace Eros | • Gucci Bamboo |
| • Versace Pour Homme | |
| • Paco Rabanne Black Xs | |

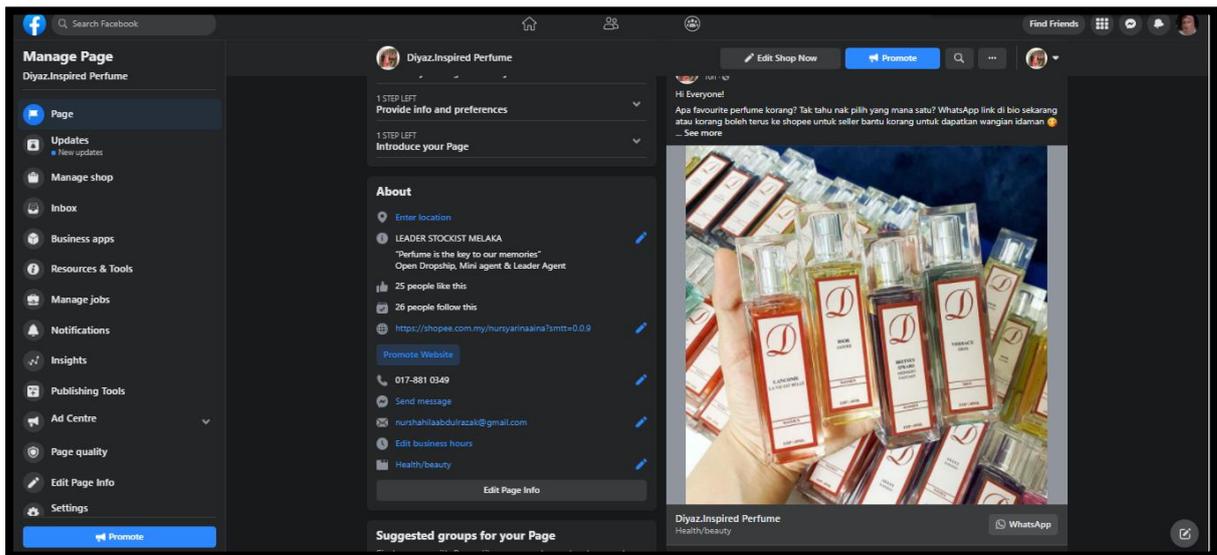
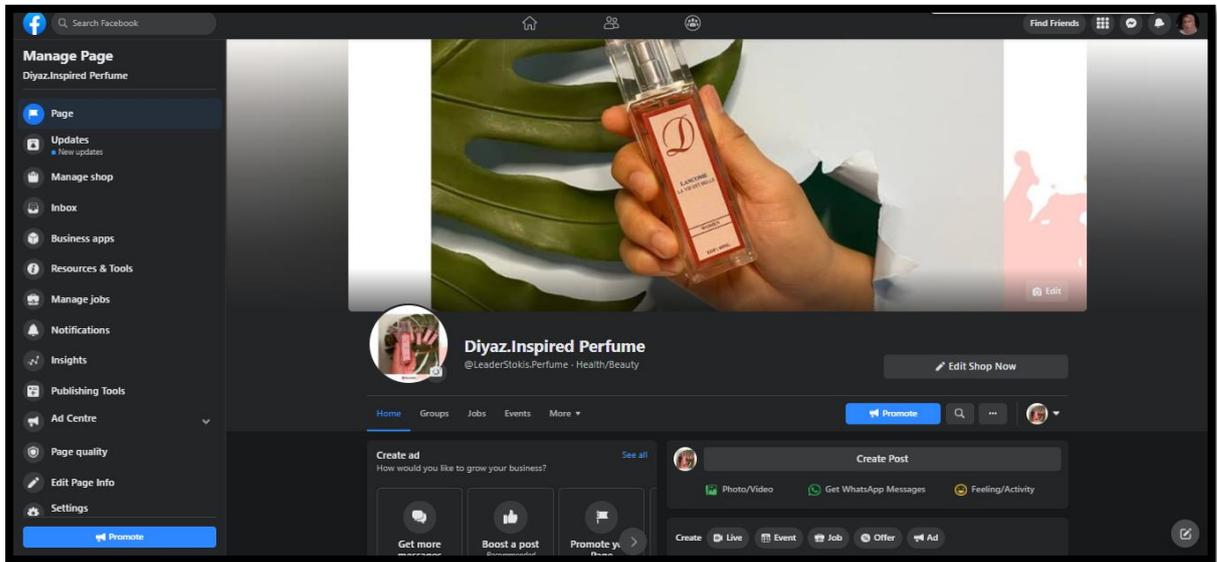
▪ Price list



Quantity	Name of product	Amount (RM)	Postage
1	Perfume (40ML)	RM 35	SM
3	Perfume (40ML)	RM 100	SM
1	Perfume (40ML)	RM 40	SS
3	Perfume (40ML)	RM 115	SS

iii. Facebook (FB)

- Creating Facebook (FB) page



- Customing URL Facebook (FB) page

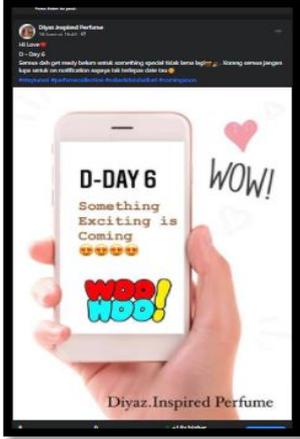
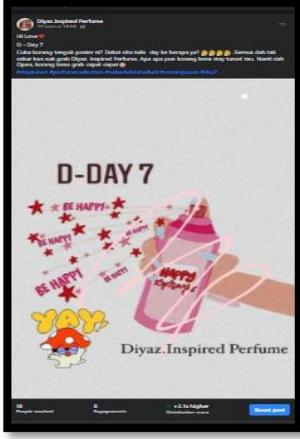
 <https://www.facebook.com/LeaderStokis.Perfume/photos>

▪ Facebook (FB) post – Teaser ✓

No	Date/Day	Time	Attachment
1	13 June 2021 (Sunday)	10.09 pm	 <p>Hi Love ❤️ D - Day 1 Big news is coming, please stay tuned 🍷🍷🍷🍷 #comingssoon #staytuned</p>
2	14 June 2021 (Monday)	10.33 pm	 <p>Hi Love ❤️ D - Day 2 Haaaa, mesti semua dah tak sabar kan 🍷🍷🍷 Jadi tunggu apa lagi, korang on notification pages Diyaz.Inspired Perfume kalau nak tunggu dan lihat apa yang something special untuk korang ni 🍷🍷🍷🍷 #staytuned #comingssoon</p>

<p>3</p>	<p>15 June 2021 (Tuesday)</p>	<p>02.48 pm</p>	<div data-bbox="884 199 1198 624" data-label="Image"> </div> <p>Hi Love ❤️ D - Day 3 Diyaz.Inspired Perfume akan perkenalkan kepada korang semua lebih 100 wangian yang ada. Cepat angkat tangan macam ni siapa yang dah tak sabar tu 🙌🙌🙌🙌🙌</p>
<p>4</p>	<p>16 June 2021 (Wednesday)</p>	<p>09.56 pm</p>	<div data-bbox="884 815 1198 1240" data-label="Image"> </div> <p>Hi Love ❤️ D - Day 4 Selamat Pagi! Semoga segala kesusahan dan kesulitan di gantikan dengan kesenangan buat kita semua. InshaAllah. Aamiin 🙏🙏🙏🙏 Dekat sini siapa penggemar perfume? Korang kena stay tuned sampai Diyaz.Inspired Perfume perkenalkan lebih 100 wangian yang ada untuk korang semua grab laju-laju sampai seller tak menang tangan nak ambil order korang semua.</p>
<p>5</p>	<p>17 June 2021 (Thursday)</p>	<p>11.48 am</p>	<div data-bbox="884 1536 1198 1962" data-label="Image"> </div>

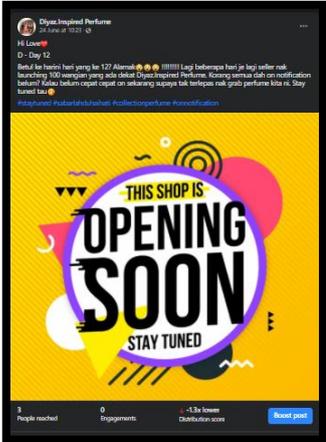


			<p>Hi Love ❤️ D - Day 5</p> <p>Mesti semua tengah tertanya-tanya kan. Bila boleh order perfume ni? Bila nak launching ni 🤔🤔. Sabar ya semua, Seller pun dah tak sabar ni nak suruh korang semua grab cepat cepat sebab lebih 100 wangian yang ada dekat Diyaz.Inspired Perfume. 🍷🍷🍷 #StayTuned #Sabarlahduhaihati</p>
6	18 June 2021 (Friday)	04.40 pm	 <p>Hi Love ❤️ D - Day 6</p> <p>Semua dah get ready belum untuk something special tidak lama lagi 🎉🎉. Korang semua jangan lupa untuk on notification supaya tak terlepas date tau 🤔 #staytuned #perfumecollection #sabarlahduhaihati #comingssoon</p>
7	19 June 2021 (Saturday)	04.06 pm	 <p>Hi Love ❤️ D - Day 7</p> <p>Cuba korang tengok poster ni? Dekat situ tulis day ke berapa ya? 🤔🤔🤔. Semua dah tak sabar kan nak grab Diyaz. Inspired Perfume. Apa apa pun korang kena stay tuned tau. Nanti dah Open, korang kena grab cepat cepat 🍷 #staytuned #perfumecollection #sabarlahduhaihati #comingssoon #day7</p>



<p>8</p>	<p>20 June 2021 (Sunday)</p>	<p>04.07 pm</p>	<div data-bbox="879 199 1198 629" data-label="Image"> </div> <p>Hi Love ❤️ D - Day 8 Harini hari yang ke8, Buat yang tertanya tanya apa yang menarik sangat mengenai Diyaz.Inspired Perfume ni???? Sabar laa dulu, korang on je notification supaya tak terlepas date tau 🌸🌸🌸 #staytuned #perfumecollection #sabarlahduhaihati #day8</p>
<p>9</p>	<p>21 June 2021 (Monday)</p>	<p>03.52 pm</p>	<div data-bbox="879 875 1198 1294" data-label="Image"> </div> <p>Hi Love ❤️ D - Day 9 Harini hari ke-9, dengar cerita ada yang tak sabar nak tunggu pelbagai wangian yang ada dekat Diyaz.Inspired Perfume ni. Betul ke tu ada yang tak sabar dah ni? 🤔🤔🤔🤔. Apa apa pun korang semua on notification supaya tak terlepas date tau 🌸🌸🌸 #staytuned #perfumecollection #comingsoon #sabarlahduhaihati</p>
<p>10</p>	<p>22 June 2021 (Tuesday)</p>	<p>09.07 pm</p>	<div data-bbox="887 1550 1193 1971" data-label="Image"> </div> <p>Hi Love ❤️</p>



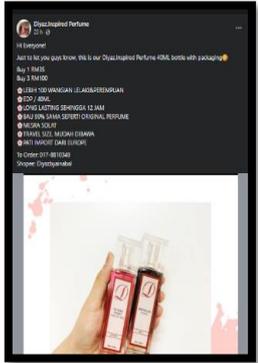
			<p>D - Day 10 Mesti semua tengah tunggu poster coming soon untuk harini kan? Ada yang tertanya tanya ke? ada yang tertunggu tunggu ke? siapa tu, cepat angkat tangan 🤔🤔🤔🤔. Dalam beberapa hari sahaja lagi, Diyaz.Inspired perfume akan memperkenalkan lebih 100 wangian yang ada. #Comingsoon #StayTuned #Sabarlahduhaihati #Collectionperfume</p>
11	23 June 2021 (Wednesday)	05.53 pm	 <p>Hi Love ❤️ D - Day 11 Betul ke coming soon this weekend 🤔🤔🤔🤔 Korang semua mesti excited kan, bukan korang je yang excited, seller pun excited sebab nak memperkenalkan Diyaz.Inspired perfume ni dekat korang semua 🤗🤗🤗. Korang semua kena stay tuned dalam beberapa hari je lagi tau. On notification cepat, supaya bila seller update nanti korang tak terlepas date 🤔🤔🤔 #staytuned #sabarlahduhaihati #collectionperfume #ComingSoon</p>
12	24 June 2021 (Thursday)	10.23 pm	 <p>Hi Love ❤️ D - Day 12 Betul ke harini hari yang ke 12? Alamak 🤔🤔🤔!!!!!!! Lagi beberapa hari je lagi seller nak launching 100 wangian yang ada dekat Diyaz.Inspired Perfume. Korang semua dah on notification belum? Kalau belum cepat cepat on sekarang supaya tak terlepas nak grab perfume kita ni. Stay tuned tau 🤔 #staytuned #sabarlahduhaihati #collectionperfume #onnotification</p>



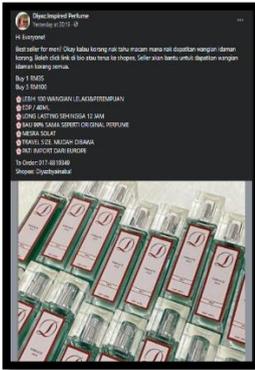
<p>13</p>	<p>25 June 2021 (Friday)</p>	<p>08.28 pm</p>	<div data-bbox="874 199 1203 613" data-label="Image"> </div> <p>Hi Love ❤️ D - Day 13 Korang jangan lupa on notification tau 🙏. Bila bila masa sahaja seller akan update collection perfume daripada Diyaz.Inspired Perfume. So korang kena stay tuned 🌸 #Staytuned #comingsoon #sabarlahduhaihati</p>
<p>14</p>	<p>27 June 2021 (Sunday)</p>	<p>08.26 pm</p>	<div data-bbox="874 842 1203 1263" data-label="Image"> </div> <p>Hi Love ❤️ D - Day 14 Ada good news untuk korang semua, nak tahu apa good news tu. Esok seller update good news tu tau. Stay tuned semua 🙏 #staytuned #comingsoon #collectionperfume #sabarlahduhaihati</p>



▪ Facebook (FB) post – Copywriting (Hard sell)

No	Date/Day	Time	Attachment
1	29 June 2021 (Tuesday)	08.03 pm	 <p>Hi Everyone!</p> <p>Diyaz.Inspired Perfume merupakan pilihan ramai pengguna ❤️</p> <p>Buy 1 RM35 Buy 3 RM100</p> <p>Dapatkan dengan harga yang murah dan berkualiti. Bukan itu sahaja, korang akan dapat the best quality perfume dari Diyaz.Inspired Perfume tau!</p> <ul style="list-style-type: none"> 🌸 LEBIH 100 WANGIAN LELAKI&PEREMPUAN 🌸 EDP / 40ML 🌸 LONG LASTING SEHINGGA 12 JAM 🌸 BAU 99% SAMA SEPERTI ORIGINAL PERFUME 🌸 MESRA SOLAT 🌸 TRAVEL SIZE, MUDAH DIBAWA 🌸 PATI IMPORT DARI EUROPE <p>To Order: 017-8810349 Shopee: Diyazbyainabal</p>
2	30 June 2021 (Wednesday)	09.53 pm	 <p>Hi Everyone!</p> <p>Just to let you guys know, this is our Diyaz.Inspired Perfume 40ML bottle with packaging 🙄</p> <p>Buy 1 RM35 Buy 3 RM100</p> <ul style="list-style-type: none"> 🌸 LEBIH 100 WANGIAN LELAKI&PEREMPUAN 🌸 EDP / 40ML 🌸 LONG LASTING SEHINGGA 12 JAM 🌸 BAU 99% SAMA SEPERTI ORIGINAL PERFUME 🌸 MESRA SOLAT 🌸 TRAVEL SIZE. MUDAH DIBAWA 🌸 PATI IMPORT DARI EUROPE



			To Order: 017-8810349 Shopee: Diyazbyainabal
3	2 July 2021 (Friday)	10.57 pm	 <p>Hi Everyone! Apa favourite perfume korang? Tak tahu nak pilih yang mana satu? WhatsApp link di bio sekarang atau korang boleh terus ke shopee untuk seller bantu korang untuk dapatkan wangian idaman 🥰 Buy 1 RM35 Buy 3 RM100</p> <ul style="list-style-type: none"> 🔴 LEBIH 100 WANGIAN LELAKI&PEREMPUAN 🔴 EDP / 40ML 🔴 LONG LASTING SEHINGGA 12 JAM 🔴 BAU 99% SAMA SEPERTI ORIGINAL PERFUME 🔴 MESRA SOLAT 🔴 TRAVEL SIZE. MUDAH DIBAWA 🔴 PATI IMPORT DARI EUROPE <p>To Order: 017-8810349 Shopee: Diyazbyainabal</p>
4	3 July 2021 (Saturday)	8.20 pm	 <p>Hi Everyone! Best seller for men? Okay kalau korang nak tahu macam mana nak dapatkan wangian idaman korang, Boleh click link di bio atau terus ke shopee, Seller akan bantu untuk dapatkan wangian idaman korang semua. Buy 1 RM35 Buy 3 RM100</p> <ul style="list-style-type: none"> 🔴 LEBIH 100 WANGIAN LELAKI&PEREMPUAN 🔴 EDP / 40ML 🔴 LONG LASTING SEHINGGA 12 JAM 🔴 BAU 99% SAMA SEPERTI ORIGINAL PERFUME 🔴 MESRA SOLAT 🔴 TRAVEL SIZE. MUDAH DIBAWA 🔴 PATI IMPORT DARI EUROPE



			To Order: 017-8810349 Shopee: Diyazbyainabal
5	4 July 2021 (Sunday)	8.16 pm	 <p>Hi Everyone! Nak tahu lebih banyak lagi best seller untuk perempuan. Kalau korang semua nak tahu cepat cepat click link di bio sekarang supaya seller dapat membantu korang 🙏</p> <p>Buy 1 RM35 Buy 3 RM100</p> <ul style="list-style-type: none"> 🌸 LEBIH 100 WANGIAN LELAKI&PEREMPUAN 🌸 EDP / 40ML 🌸 LONG LASTING SEHINGGA 12 JAM 🌸 BAU 99% SAMA SEPERTI ORIGINAL PERFUME 🌸 MESRA SOLAT 🌸 TRAVEL SIZE. MUDAH DIBAWA 🌸 PATI IMPORT DARI EUROPE <p>To Order: 017-8810349 Shopee: Diyazbyainaba</p>
6	5 July 2021 (Monday)	9.01 pm	 <p>Hi Everyone! Korang dah tahu belum jenis wangian macam mana yang korang nak? Mesti tak tahu nak pilih mana satu kan sebab Diyaz.Inspired Perfume ada lebih 100 wangian yang ada 🙏🙏🙏🙏</p> <p>Jadi tunggu apa lagi, cepat cepat grab sebelum sold out!</p> <p>Buy 1 RM35 Buy 3 RM100</p> <ul style="list-style-type: none"> 🌸 LEBIH 100 WANGIAN LELAKI&PEREMPUAN 🌸 EDP / 40ML 🌸 LONG LASTING SEHINGGA 12 JAM 🌸 BAU 99% SAMA SEPERTI ORIGINAL PERFUME 🌸 MESRA SOLAT 🌸 TRAVEL SIZE. MUDAH DIBAWA 🌸 PATI IMPORT DARI EUROPE <p>To Order: 017-8810349 Shopee: Diyazbyainabal</p>

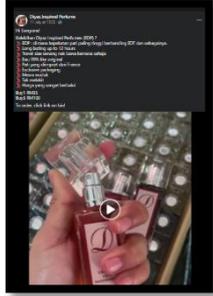


<p>7</p>	<p>6 July 2021 (Tuesday)</p>	<p>11.29 am</p>	 <p>Hi Everyone! Kalau korang semua nak tahu, dalam penghasilan minyak wangi sebenarnya ia adalah berbeza beza dalam penghasilannya. Ini bagi menghasilkan wangian perfume yang kepelbagaian untuk korang semua 🤔. Jadi disebabkan itu perfume yang korang pakai merupakan wangian yang berbeza beza Jadi tunggu apa lagi, click link di bio sekarang! Buy 1 RM35 Buy 3 RM100</p> <ul style="list-style-type: none"> 🔴 LEBIH 100 WANGIAN LELAKI&PEREMPUAN 🔴 EDP / 40ML 🔴 LONG LASTING SEHINGGA 12 JAM 🔴 BAU 99% SAMA SEPERTI ORIGINAL PERFUME 🔴 MESRA SOLAT 🔴 TRAVEL SIZE. MUDAH DIBAWA 🔴 PATI IMPORT DARI EUROPE <p>To Order: 017-8810349 Shopee: Diyazbyainabal</p>
<p>8</p>	<p>7 July 2021 (Wednesday)</p>	<p>9.18 pm</p>	 <p>Hi Everyone! Siapa nak tahu best seller untuk lelaki selain perfume Paco Rabbane 1 million. Kalau nak tahu, click link di bio sekarang! seller akan bantu korang dapat wangian idaman 🤔</p> <p>Buy 1 RM35 Buy 3 RM100</p> <ul style="list-style-type: none"> 🔴 LEBIH 100 WANGIAN LELAKI&PEREMPUAN 🔴 EDP / 40ML 🔴 LONG LASTING SEHINGGA 12 JAM 🔴 BAU 99% SAMA SEPERTI ORIGINAL PERFUME 🔴 MESRA SOLAT 🔴 TRAVEL SIZE. MUDAH DIBAWA 🔴 PATI IMPORT DARI EUROPE <p>To Order: 017-8810349 Shopee: Diyazbyainabal</p>



<p>9</p>	<p>8 July 2021 (Thursday)</p>	<p>8.39 pm</p>	<div data-bbox="932 199 1152 524" data-label="Image"> </div> <p>Hi Everyone! Kelebihan Diyaz Inspired Perfumes (EDP) ?</p> <ul style="list-style-type: none"> 👉 EDP : dimana kepekatan pati paling tinggi berbanding EDT dan sebagainya. 👉 Long lasting up to 12 hours 👉 Travel size senang nak bawa kemana sahaja 👉 Bau 99% like original 👉 Pati yang diimport dari France 👉 Exclusive packaging 👉 Mesra wuduk 👉 Tak melekit 👉 Harga yang sangat berbaloiiii <p>Buy 1 RM35 Buy 3 RM100 Click link di bio sekarang!</p>
<p>10</p>	<p>9 July 2021 (Friday)</p>	<p>2.57 pm</p>	<div data-bbox="932 1021 1152 1346" data-label="Image"> </div> <p>Hi Everyone! Jom ramai ramai dapatkan Diyaz.Inspired Perfume dengan harga mampu milik. Korang semua boleh jadikan perfume diyaz ini sebagai hadiah kepada orang tersayang. Jadi tunggu apa lagi, dapatkan sekarang!</p> <p>Buy 1 RM35 Buy 3 RM100</p> <ul style="list-style-type: none"> 👉 LEBIH 100 WANGIAN LELAKI&PEREMPUAN 👉 EDP / 40ML 👉 LONG LASTING SEHINGGA 12 JAM 👉 BAU 99% SAMA SEPERTI ORIGINAL PERFUME 👉 MESRA SOLAT 👉 TRAVEL SIZE. MUDAH DIBAWA 👉 PATI IMPORT DARI EUROPE <p>To Order: 017-8810349 Shopee: Diyazbyainabal</p>



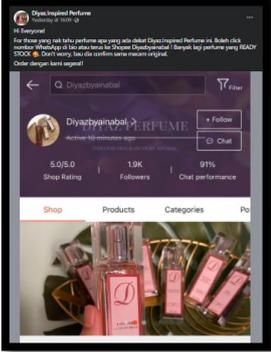
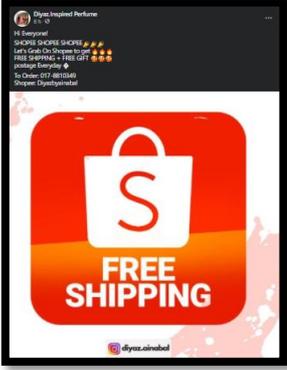
<p>11</p>	<p>9 July 2021 (Friday)</p>	<p>8.09 pm</p>	 <p>Hi Everyone! Just to let you guys know, this is our Inspired Perfume 40ML bottle with packaging 🍷🍷🍷 🍷 Kelebihan Diyaz Inspired Perfumes (EDP) ? 🍷EDP : dimana kepekatan pati paling tinggi berbanding EDT dan sebagainya. 🍷Long lasting up to 12 hours 🍷Travel size senang nak bawa kemana sahaja 🍷Bau 99% like original 🍷Pati yang diimport dari France 🍷Exclusive packaging 🍷Mesra wuduk 🍷Tak melekit 🍷Harga yang sangat berbaloi To order, click link on bio!</p>
<p>12</p>	<p>11 July 2021 (Sunday)</p>	<p>3.35 pm</p>	 <p>Hi Everyone! Kelebihan Diyaz Inspired Perfumes (EDP) ? 🍷EDP : dimana kepekatan pati paling tinggi berbanding EDT dan sebagainya. 🍷Long lasting up to 12 hours 🍷Travel size senang nak bawa kemana sahaja 🍷Bau 99% like original 🍷Pati yang diimport dari France 🍷Exclusive packaging 🍷Mesra wuduk 🍷Tak melekit 🍷Harga yang sangat berbaloi Buy1 RM35 Buy3 RM100 To order, click link on bio!</p> <p style="text-align: right;">✓</p>

<p>13</p>	<p>12 July 2021 (Monday)</p>	<p>9.37 pm</p>	<div data-bbox="922 197 1157 537" data-label="Image"> </div> <p>Hi Everyone! Ini adalah antara perfume best seller dekat Diyaz. Inspired Perfume, Jadi tunggu apa lagi, dapatkan sekarang 🥰 Perfume yang sangat murah dan sangat berkualiti tinggi, sebab apa??</p> <ul style="list-style-type: none"> - EDP & 40ML - Tahan lama lebih dari 12 jam - Bau 99.99% sama seperti original perfume - Mesra solat - Pati daripada Europe - Mudah dibawa - Botol dan kotak yang sangat exclusive - Sesuai dijadikan perfume harian anda - Harga mampu milik <p>Buy1 RM35 Buy3 RM100 Click link on bio sekarang!</p>
<p>14</p>	<p>14 July 2021 (Wednesday)</p>	<p>10.28 pm</p>	<div data-bbox="922 1012 1157 1344" data-label="Image"> </div> <p>Hi Everyone! Ada yang belum dapat kan perfume dari Diyaz.Inspired perfume ke? kalau belum dapatkan segera tau. Kita POSTAGE seluruh negeri dan Sabah Sarawak. Jadi tunggu apa lagi, cepat cepat grab your favorite perfume. Perfume yang sangat murah dan sangat berkualiti tinggi, sebab apa??</p> <ul style="list-style-type: none"> - EDP & 40ML - Tahan lama lebih dari 12 jam - Bau 99.99% sama seperti original perfume - Mesra solat - Pati daripada Europe - Mudah dibawa - Botol dan kotak yang sangat exclusive - Sesuai dijadikan perfume harian anda - Harga mampu milik <p>Buy1 RM35 Buy3 RM100 Click link on bio!</p> <div style="text-align: right;">  </div>

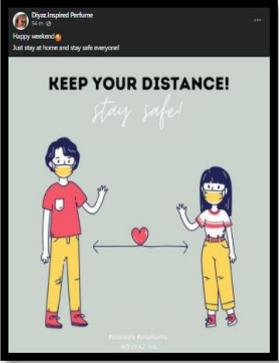
▪ Facebook (FB) post – Copywriting (Soft sell)

No	Date/Day	Time	Attachment
1	14 June 2021 (Monday)	8.08 am	 <p>Hi Love! Assalamualaikum Semoga hari ini Allah MEMBUKA pintu REZEKI yang luas untuk kita semua</p>
2	18 June 2021 (Friday)	09.37 pm	 <p>Hi Love ❤️ Salam hari Jumaat untuk semua , Harini dah hari Jumaat, dalam beberapa hari sahaja lagi seller akan update mengenai Diyaz.Inspired Perfume 🌸🌸🌸. #StayTuned #perfume #perfumecollection</p>
3	28 June 2021 (Monday)	03.20 pm	 <p>Hi Everyone! Mesti ramai penggemar perfume sama ada lelaki dan perempuan. Seperti yang korang sendiri maklum, perfume sebenarnya merupakan barang/keperluan semua orang untuk wangi setiap hari. Jadinya, bila habis akan repeat dan repeat! Jadi macam mana nak dapatkan perfume dengan harga yang mampu milik dan tahan lebih lama? Seller akan kongsi dengan korang semua kebaikan Diyaz.Inspired Perfume 🥰</p>

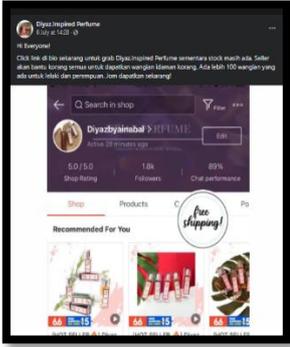


<p>4</p>	<p>30 June 2021 (Wednesday)</p>	<p>04.09 pm</p>	 <p>Hi Everyone! For those yang nak tahu perfume apa yang ada dekat Diyaz.Inspired Perfume ini. Boleh click nombor WhatsApp di bio atau terus ke Shopee Diyazbyainabal! Banyak lagi perfume yang READY STOCK. Don't worry, bau dia confirm sama macam original. Order dengan kami segera!!</p>
<p>5</p>	<p>1 July 2021 (Thursday)</p>	<p>12.48 pm</p>	 <p>Hi Everyone! SHOPEE SHOPEE SHOPEE 📣📣📣 Let's Grab On Shopee to get 🔥🔥🔥 FREE SHIPPING + FREE GIFT 📦📦 postage Everyday 💎 To Order: 017-8810349 Shopee: Diyazbyainabal</p>
<p>6</p>	<p>1 July 2021 (Thursday)</p>	<p>08.20 pm</p>	 <p>Hi Everyone! Alhamdulillah, selamat mendarat stock perfume kita, available for MEN and WOMEN tau. Macam mana nak pilih? Korang boleh click link di bio and bagitahu jenis wangian yang macam mana korang suka. Jangan risau, seller akan membantu untuk dapatkan wangian idaman korang 🥰 To purchase, visit our Shopee: Diyazbyainabal or click link on bio!</p>

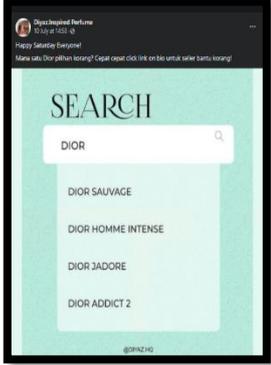


<p>7</p>	<p>2 July 2021 (Friday)</p>	<p>03.20 pm</p>	 <p>Hi Everyone! Disebabkan pandemik Covid-19 yang semakin meningkat. Seller tidak menerima sebarang wang tunai sepanjang proses penghantaran produk, ini bagi memastikan keselamatan dua pihak antara penjual & pembeli. Tetapi pembeli boleh menggunakan "Online Transfer" terlebih dahulu sebelum penjual membuat penghantaran secara "SELF PICKUP" Stay Safe Everyone! Patuhi SOP okey! Kita jaga Kita ❤️</p>
<p>8</p>	<p>3 July 2021 (Saturday)</p>	<p>03.00 pm</p>	 <p>Happy weekend Just stay at home and stay safe everyone!</p>
<p>9</p>	<p>4 July 2021 (Sunday)</p>	<p>04.50 pm</p>	 <p>Hi Everyone! Tunggu apa lagi? Buy 1 RM 35 Buy 3 RM 100 Click link on bio to purchase & dapatkan listing perfume untuk korang pilih favourite scent korang!</p>



<p>10</p>	<p>5 July 2021 (Monday)</p>	<p>11.04 am</p>	 <p>Happy Monday Everyone! SHOPEE SHOPEE SHOPEE 🎉🎉🎉 Let's Grab On Shopee to get 🔥🔥🔥 FREE SHIPPING + FREE GIFT 😁😁😁 postage Everyday 💎 To Order: 017-8810349 Shopee: Diyazbyainabal</p>
<p>11</p>	<p>6 July 2021 (Tuesday)</p>	<p>2.30 pm</p>	 <p>Hi Everyone! Click link di bio sekarang untuk grab Diyaz.Inspired Perfume sementara stock masih ada. Seller akan bantu korang semua untuk dapatkan wangian idaman korang. Ada lebih 100 wangian yang ada untuk lelaki dan perempuan. Jom dapatkan sekarang!</p>
<p>12</p>	<p>8 July 2021 (Thursday)</p>	<p>7.00 pm</p>	 <p>Please Stay Safe Everyone! Patuhi SOP ! Kita jaga Kita ❤️</p>

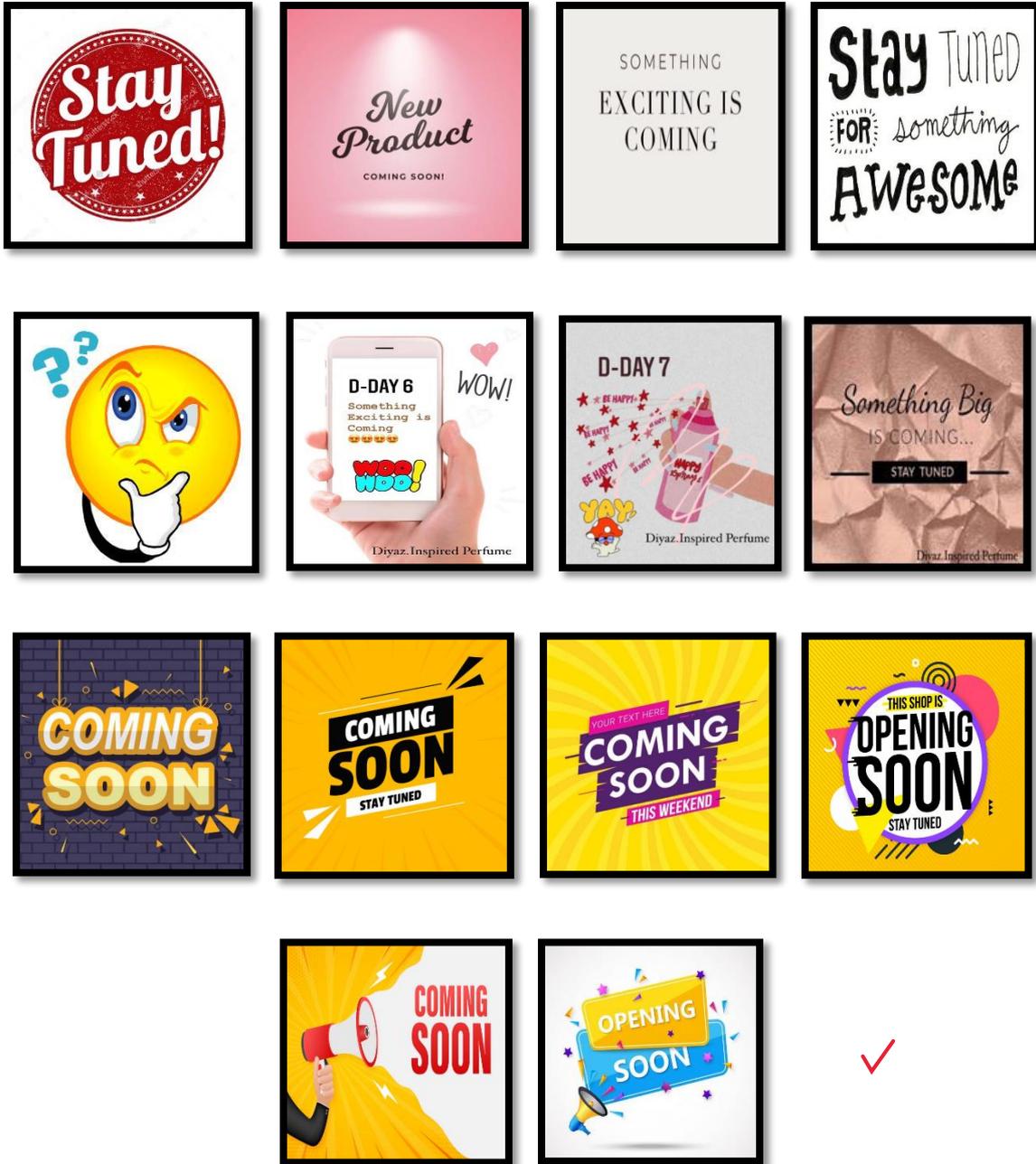


13	10 July 2021 (Saturday)	2.58 pm	 <p>Happy Saturday Everyone! Mana satu Dior pilihan korang? Cepat cepat click link on bio untuk seller bantu korang!</p>
14	11 July 2021 (Sunday)	11.02 am	 <p>Happy Sunday Everyone! Wishing you a wonderful Sunday, Please take care yourself everyone 🍷</p>



▪ Graphics

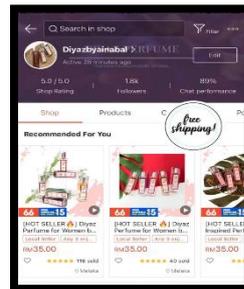
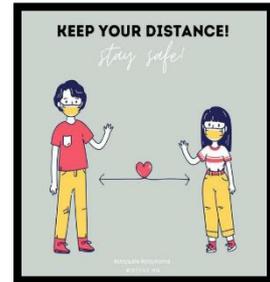
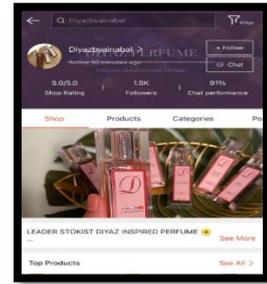
✚ Teaser



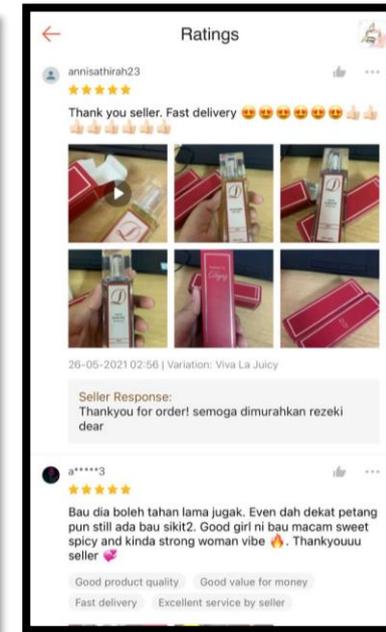
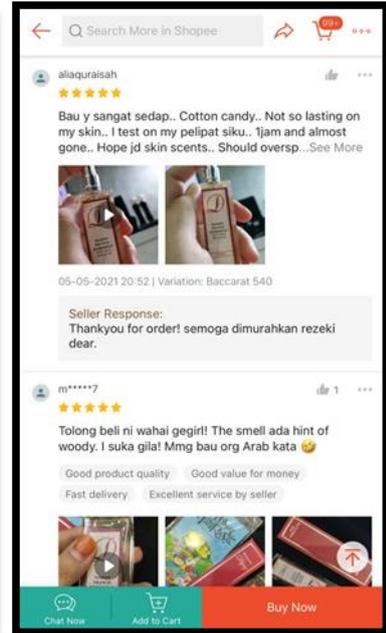
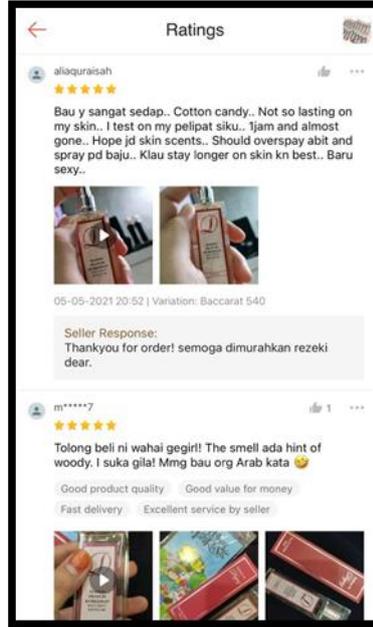
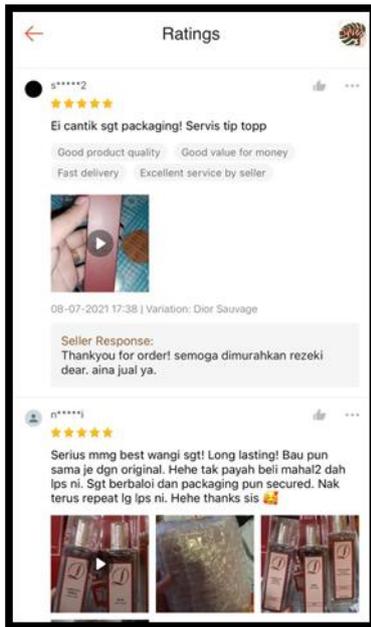
🚩 Hard sell



Soft Sell



iv. Feedback customer



v. Conclusion

I am so grateful to have been given the opportunity in completing my marketing portfolio on the social media platform on Facebook. Too many new and very rewarding experiences in joining a business on this social media platform. I hope that my business now can continue and run smoothly in the future. My goal is to want to earn high profits in this business involvement despite the various challenges that come my way. With the spirit of hard work and effort it is able to increase profits as a real entrepreneur. In addition, with hope and dedication in the various hard work done, I will achieve the vision and mission to be the number one supplier of men's and women's perfumes in Malaysia. Before that, I also showed my effectiveness in carrying out the task and ensure that the product is very affordable in terms of price, quality and satisfy every customer and consumer. In addition, I noticed that the social media business is now more challenging. I hope to be able to produce or attract customers in the perfume business that is run and it is a success or even the best in Malaysia so that it cannot be matched by other sellers. I will give full responsibility and commitment in every doubt that I will achieve all these things. I am also encouraged to take opportunities directly improve business performance in the future.

Finally, business on this social media platform has proven to be able to help all parties. It is capable of planning and running a business in detail, even the business I run, albeit small and not getting as much profit as I would like. From my social media business experience, I have learned a lot about the process of becoming a real entrepreneur in a social media business. I gained a lot of experience in running a business as well as posting products on Facebook, promoting products and increasing profits. In addition, I have also learned about the risks and crisis to be faced and how to overcome those risks through perseverance and hard work.

