



**UNIVERSITI TEKNOLOGI MARA, KAMPUS PUNCAK ALAM**

**CAWANGAN SELANGOR**

**PRINCIPLES OF ENTREPRENEURSHIP**

**(ENT530)**

**INDIVIDUAL ASSIGNMENT: SOCIAL MEDIA PORTFOLIO**

**(FACEBOOK)**



**93**

**NAME: AQILAH BINTI SALLEH**

**MATRIC NO: 2019217986**

**CLASS: HM2404B**

**PREPARED FOR: DR. ZAWANI BINTI MAMAT@IBRAHIM**

## ACKNOWLEDGEMENT

In the name of Allah, the Beneficent, the Knower of the worlds, I would like to express my gratitude to Allah s.w.t for having given blessings from Him to the health of this self to successfully complete the Social Media Portfolio course work. Also, throughout the process of completing this work, I have made myself think creatively in the field of online business in order to grow sales of goods. It also increases the attitude of patience in starting a business, especially when our country is hit by a pandemic which is indeed an increase and decrease in business profits. ✓

Next, I would like to express my deepest gratitude to someone who has helped me a lot in terms of giving me encouragement and guidance to complete this assignment. This award would like to be given to my beloved lecturer, Dr. Nur Zawani binti Mamat@Ibrahim, who has contributed a lot of services, patience in serving all the questions of her students and education that there is a lot of knowledge without any fatigue, especially in this individual course work. I am very lucky to have been one of his students ✓ and lucky to have Dr. Zawani as a lecturer in this 4th semester.

In addition, a word of appreciation is also given to my family members, namely my beloved parents, Mr. Salleh bin Murman and Mrs. Pauziah binti Md Zin, as well as siblings who are also the backbone in the success of this Social Media Portfolio. Their help in terms of support in promoting my business to their friends on the social media site Facebook is the main reason for me to succeed in learning.

Last but not least, I would also like to give appreciation and millions of thanks to classmates of HM240 especially to Abid Kamaruddin, Nur Shuhada and Izzati Ahmad for giving me a lot of guidance, guidance, sharing ideas, etc. to start a small business. Many thanks also to those who are involved or not involved in helping me succeed in the course work for the subject ENT530 which is Principles of Entrepreneurship in this 4th semester. May all my loved ones always be in the blessings and embrace of love from Allah SWT. ✓

## EXECUTIVE SUMMARY

The Social Media Portfolio is one of the assignments that has been entrusted to all HM2404B students under the subject Principles of Entrepreneurship (ENT530). In the assignment, all students are required to create a Facebook account to set up their own business that will be operated online. There are several steps that have been given by Dr. Zawani bin Mamat@Ibrahim as a guide for all students to start a business and end by making a report on the business that has been done. The business I have set up on the Facebook page is selling Victoria Secret brand perfume called VictoriaSecret.bygagak.

In order to complete this social media portfolio assignment, students need to provide a registration form in Go-ecommerce that has been filled in as proof of business registration. In addition, in this assignment also need to introduce the business VictoriaSecret.bygagak such as name, address, organizational chart that has been established in the business VictoriaSecret.bygagak, mission and vision, describe more information about the product marketed that is Victoria Secret perfume and list all sales product prices.

In addition, creating an account and providing a Facebook page URL link is also stated to facilitate the search for VictoriaSecret.bygagak business on social media sites. A teaser video is also provided as an introduction to VictoriaSecret.bygagak branded business startups and products. Last but not least, the task also requires activities in hard sell and soft sell techniques that have been done by VictoriaSecret.bygagak on the social media site Facebook.

## TABLE OF CONTENT

CONTENTS	PAGE
Acknowledgement	2
Executive Summary	3
Table of Content	4
Go-Ecommerce Registration of VictoriaSecret.bygagak	5-6
Introduction to VictoriaSecret.bygagak	
• Name and address of VictoriaSecret.bygagak	7
• Organizational Chart	7-9
• Mission/ Vision	10
• Description of Products	11-27
• Price List	28
Facebook (FB)	
• Facebook page in VictoriaSecret.bygagak	29
• Customizing URL Facebook of VictoriaSecret.bygagak	30
• Facebook (FB) post – Teaser	31-32
• Facebook (FB) post – Copywriting (Hard sell)	33-35
• Facebook (FB) post – Copywriting (Soft sell)	36-38
Conclusion	39



# GO-ECOMMERCE REGISTRATION OF VICTORIASECRET.BYGAGAK

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

**PERSONAL PROFILE** BUSINESS PROFILE

**Personal Information**

**AQILAH BINTI SALLEH**

Name	: AQILAH BINTI SALLEH	Phone/Mobile	:	<a href="#">Edit</a>
New Identity Card No.	:	Home Address	:	
Email Address	:		:	
City	:	District	:	
State	:	Postcode	:	
Personal Facebook	:	Personal Instagram	:	null
Gender	: Female	Race	:	Malay
Marital Status	: Single	Special Need Required	:	No

**Institution Information** [Add New](#)

**UITM Puncak Alam - NZI ENT530**

Type of Institution	: IHL	Institution List	:	Universiti Teknologi MARA
State of Institution	: Selangor	Name of Institution	:	UITM Puncak Alam
Address of Institution	: Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam
District of Institution	: Kuala Selangor	Postcode	:	42300
Level of Study	: Bachelor Degree	Study Status	:	Full time
Course Name	: NZI ENT530	Class Name	:	NZI ENT 530
Subject Name	: PRINCIPLE OF ENTREPREURSHIP	Year Enrolling the subject	:	2021
Month Enrolling the Subject	: 3	Lecturer Name	:	NOR ZAWANI BT MAMAT@IBRAHIM
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	:	9
Related To Study Field	: Yes		:	

[Edit](#) [Delete](#)

**Go-eCommerce** BETA

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

Have you updated your sales today? Update your sales regularly to collect more points!

**PERSONAL PROFILE** **BUSINESS PROFILE**

**AQILAH BINTI SALLEH**

Company Name	: VictoriaSecret.bygagak	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Sdn. Bhd	Business Role	:	Dropshipper
Facebook Page	: https://www.facebook.com/VictoriaSecretbygagak-101794178725398/	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories
Wechat for Business	:	Business Instagram Page	:	
Marketplace	: None	Business Website	:	
Business Related to Your Study Field	: No	Type Of Website	:	
		Experience in International Export	:	No

Go-eCommerce is an online site that provides a step-by-step guide to interested micro-entrepreneurs and small businesses seeking to increase their business by digital methods.

Furthermore, entrepreneurs and traders can take use of a variety of online training classes to improve their digital transformation knowledge. The Go-eCommerce website also offers services for evaluating e-Commerce readiness.

In addition, E-commerce is used online and makes it easier for merchants to use this platform only through mobile phones, computers, tablets and so on. With the advent of advanced technology today, indirectly leading to the birth of more small traders in our country, especially in the era of the COVID-19 pandemic who can not do business face to face and can only do business online. Moreover, eCommerce is such a big platform that spans many various sorts of enterprises, it has a huge impact on retail. A big variety of things are now available for purchase and could be purchased immediately online. ✓

## INTRODUCTION OF VICTORIASECRET.BYGAGAK

- **NAME AND ADDRESS OF VICTORIASECRET.BYGAGAK**

VictoriaSecret.bygagak is a business online using social media. The business sells perfume items that have various types of bottle designs and fragrances that contain special content. Next, VictoriaSecret.bygagak's business is located at No.23, Jalan Melati, Simpang 3, Taman Baiduri, 45300, Sungai Besar, Selangor Darul Ehsan.



- **ORGANIZATIONAL CHART**



VictoriaSecret.bygagak, a perfume business, was only getting started on a dropship basis and has been quickly growing into a profitable business, particularly in the online business area. Because it aims to attract more customers online, this company focuses more on internet businesses such as Facebook, Twitter, Telegram, and Instagram. Aqilah Salleh, widely known by her nickname Gagak, is a 22-year-old young entrepreneur and the founder of the VictoriaSecret.bygagak's company.



Although she merely planned to start a business to make some extra money initially, due to the tremendous interest in the business and its continued growth, she has created an organisation chart for the VictoriaSecret.bygagak business to help with all aspects of

management. In the organisation chart, positions such as firm founder, assistant manager, sales manager, stock manager, finance manager, and marketing manager have been formed. The charts also have their own functions and responsibilities in the VictoriaSecret.bygagak company success.

To help with the business process of VictoriaSecret.bygagak, which is gaining more and more attention on social media sites, the founder of this company has appointed Abdul Zahid as an assistant manager. Abdul Zahid is an assistant VictoriaSecret.bygagak who is very efficient in managing all business management VictoriaSecret.bygagak if Miss. Aqilah requires additional assistance. In addition, an assistant manager is responsible for handling any employee complaints, recruiting and hiring new employees, resolving problems that cannot be resolved by other employees, and managing changes in employees' daily schedules.

The next position is sales manager VictoriaSecret.bygagak. This position has been held by Siti Zubaidah, someone who needs to be an expert in handling customer complaints that are difficult to resolve because online businesses often face this problem due to dissatisfaction with the product. Furthermore, all sales of perfume products in the packaging and delivery sector, will be managed by the sales manager to ensure that the sales process is carried out efficiently.

To meet the demands of clients, any business must have a large number of products that are of high quality and complete. As a result, in the operations of VictoriaSecret.bygagak, the job of stock manager is critical, and Nurul Azimah has held this position. This position is responsible for ensuring that all products entering and exiting VictoriaSecret.bygagak are in proper working order. In fact, this job must ensure that all new goods acquired are free of damage and of acceptable quality in order to maintain and meet the level of customer satisfaction. They are also in charge of assessing the cost of obtaining additional stock in the event that existing stock is depleted.

In addition, the post of financial manager for VictoriaSecret.bygagak was created and assigned to Nur Syamira to oversee the financial sector's balance. This role will not only maximise the VictoriaSecret.bygagak company's wealth and revenues, but will also investigate the company's finances. This profession is quite close to that of a stock manager in that it entails spending money to purchase new product stock. In the case that the company develops a debt



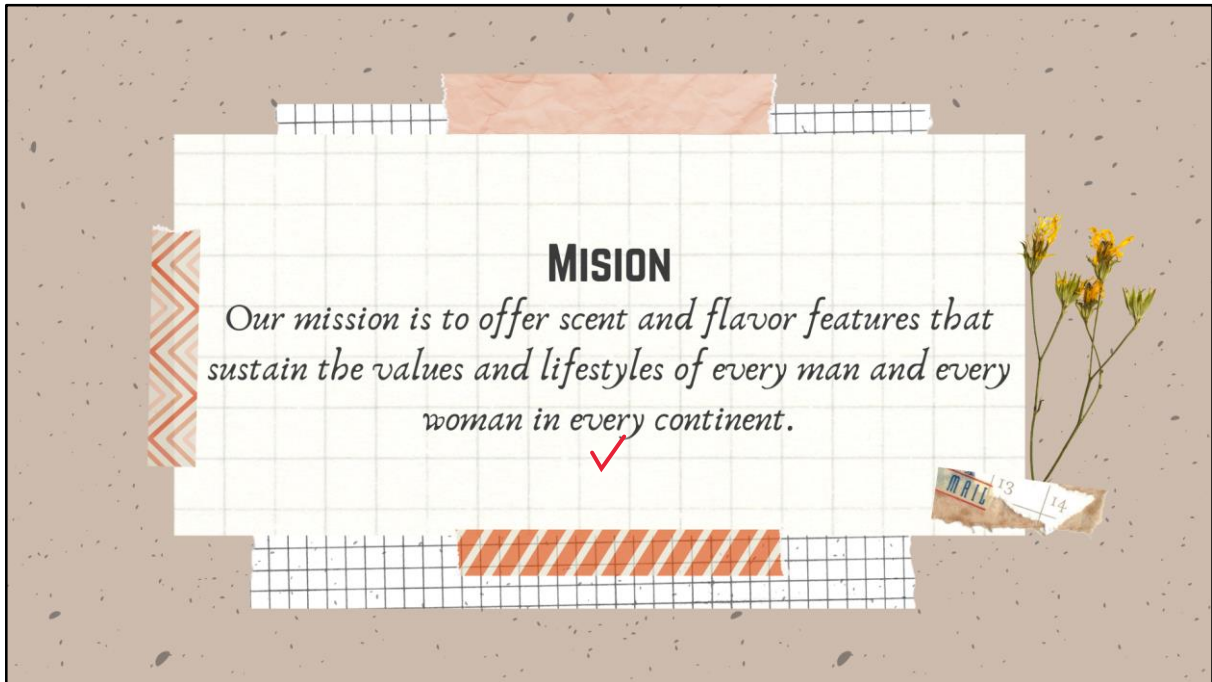
system, the financial manager will be solely responsible for restoring financial stability and making payments to creditors and debtors.

Last but not least, Nur Atifah holds the job of VictoriaSecret.bygagak's marketing manager, which is crucial to the promotion of all VictoriaSecret.bygagak items on the most popular social media platforms in order to entice clients to purchase perfume. A marketing manager's role can span the entire spectrum of how a firm communicates, and they can lead and influence the way a brand appears and feels in the marketplace. The marketing manager is also in charge of the websites, social networks, advertising, and content management, as well as evaluating data on VictoriaSecret.bygagak product sales increases and decreases.



- **MISSION/ VISION**

This is the mission and vision that VictoriaSecret.bygagak business wants to achieve.



- **DESCRIPTION OF PRODUCTS**

VictoriaSecret.bygagak has a wide variety of bottle designs and fragrances that can entice many customers to buy them. For the purchase of 1 to 2 bottles, the delivery charge will be RM7.00, 3 to 5 bottles will be RM10.00 only. Furthermore, if any customers want to check the contents of VictoriaSecret.bygagak perfume, they can directly enter the bottle batch code number on this link to see all the contents of the bottle.



- The link: <http://www.checkfresh.com>
- The batch code:



Among the perfume products available in VictoriaSecret.bygagak are Old Bottle Edition, Candy Edition, Shimmer Edition, Sunkissed Edition, Noir Edition, Frosted Edition, Bloom Edition, and EDP Edition.



### 1. Old Bottle Edition.

Old Bottle Edition is a perfume that many customers prefer because of the low price of only RM35.00 and the 250ml capacity of each bottle. Furthermore, the majority of the products in this edition are suitable for both genders and ages, and can last for 3 to 6 months. Aqua Kiss, Amber Romance, Coconut Passion, Pure Seduction, Temptation, Vanilla Lace, Velvet Petal, Love Addict, and Love Spell are among the 10 VictoriaSecret.byagak scents available for this edition. Each perfume has its own distinct scent. Here are the fragrance shadows in each type of VictoriaSecret.byagak's perfumes for customers to refer to:

No.	Name of the perfume	The guidelines of the perfumes.
1.	Aqua Kiss	<ul style="list-style-type: none"> <li>- Freshness.</li> <li>- A gentle kiss of fresh and marine with a slightly soft sweet</li> </ul>

		<p>scent.</p> <ul style="list-style-type: none"> <li>- Floral, marine and aromatic.</li> </ul>
2.	Amber Romance	<ul style="list-style-type: none"> <li>- Warm and cozy.</li> <li>- Sweet vanilla chocolate, blend of black cherry, creme anglaise and sandalwood.</li> <li>- Warm, vanilla and chocolate.</li> </ul>
3.	Coconut Passion	<ul style="list-style-type: none"> <li>- Change your mood.</li> <li>- Refresh skin with the sensation blend of vanilla, coconut and lily of the valley.</li> <li>- Soft, vanilla and warm.</li> </ul>
4.	Pure Seduction	<ul style="list-style-type: none"> <li>- Sweet and strong red plum.</li> <li>- Fruity, sweet and scent.</li> </ul>
5.	Temptation	<ul style="list-style-type: none"> <li>- Floral fruity composition with fresh apple and saguaro flower.</li> <li>- Very floral and so girly.</li> <li>- Floral, green and fruity.</li> </ul>
6.	Vanilla Lace	<ul style="list-style-type: none"> <li>- An oriental vanilla fragrances for women and men.</li> <li>- Vanilla, musky and powdery.</li> </ul>
7.	Velvet Petals	<ul style="list-style-type: none"> <li>- Sweet almond glaze and creamy sandalwood with fruity scents.</li> <li>- Sweet, fruity and floral.</li> </ul>
8.	Love Addict	<ul style="list-style-type: none"> <li>- Sweet fresh wild orchid and blood orange.</li> </ul>
9.	Love Spell	<ul style="list-style-type: none"> <li>- Sweet cherry blossom and peach.</li> </ul>



10.	Blush	- Grapefruit blossom and magnolia.
-----	-------	------------------------------------



## 2. Candy Edition

Candy Edition is a perfume that many customers prefer because of the affordable price of only RM40.00 and the 250ml capacity of each bottle. Furthermore, the majority of the products in this edition are suitable for women, regardless of young or old age, and can last for 3 to 6 months. Sugar High, Cake Confetti, Fruit Crush, and Candy Baby are among the 4 types of VictoriaSecret.bygagak perfumes available for this edition. Each perfume has its own scent, and this one is more of a candy scent. For buyers, here are the scent shadows for 4 different sweet editions of VictoriaSecret.bygagak's perfume.



<b>No.</b>	<b>Name of the perfume</b>	<b>The guidelines of the perfumes.</b>
1.	Sugar High	- A warm fruity rock candy and fruit nectar scent.
2.	Cake Confetti	- A warm vanilla cream and marshmallow scent.
3.	Fruit Crush	- A fruity floral with notes of citrus and raspberry punch.
4.	Candy Baby	- A warm fruity glazed mango and sugar scent.





### 3. Shimmer Edition

Shimmer Edition is a perfume that many customers prefer because of the affordable price of only RM38.00 and the 250ml capacity of each bottle. Furthermore, the majority of the products in this edition are suitable for women, regardless of young or old age, and can last for 3 to 6 months. On top of that, this edition perfume contains a gold glitter shimmer that can attract light reflections if this perfume is sprayed on the shirt. More suitable to wear at night such as attending a dinner party. Pure Seduction Shimmer, Coconut Passion Shimmer, Love Spell Shimmer and Love Addict Shimmer are among the 4 types of VictoriaSecret.byagak perfumes that are available for this shimmer edition. Each perfume has its own scent, and this one is more of a candy scent. For buyers, here are the scent shadows for 4 different sweet editions of VictoriaSecret.byagak's perfume.



No.	Name of the perfume	The guidelines of the perfumes.
1.	Pure Seduction Shimmer	<ul style="list-style-type: none"> <li>- Sweet fruity redplum.</li> <li>- Casaba Melon, Red Plum, and Freesia combined.</li> <li>- Utterly seductive and irresistible.</li> <li>- Fruity and floral notes</li> </ul>
2.	Coconut Passion Shimmer	<ul style="list-style-type: none"> <li>- Refreshing and cool.</li> <li>- Herbal notes complete the scent in chamomile and aloe vera.</li> <li>- Mild scent.</li> </ul>
3.	Love Spell Shimmer	<ul style="list-style-type: none"> <li>- Hypnotize in love spells.</li> <li>- A vibrant, irresistible blend of lush cherry blossom and juicy peach.</li> <li>- A fruity, floral fragrance.</li> </ul>
4.	Love Addict Shimmer	<ul style="list-style-type: none"> <li>- Featuring wild orchids and blood oranges.</li> <li>- Truly addictive for the fragrances.</li> </ul>





#### 4. Sunkissed Edition

Sunkissed Edition is a perfume that many customers prefer because of the affordable price of only RM40.00 and the 250ml capacity of each bottle. Furthermore, the majority of the products in this edition are suitable for both genders and ages, and can last for 3 to 6 months. Bare Vanilla Sunkissed, Love Spell Sunkissed, Coconut Passion Sunkissed, Pure Seduction Sunkissed and Velvet Petals Sunkissed are among the 5 VictoriaSecret.byagak scents available for sunkissed edition. Each perfume has its own distinct scent. Here are the fragrance shadows in each type of VictoriaSecret.byagak's perfumes for customers to refer to:

No.	Name of the perfume	The guidelines of the perfumes.
1.	Bare Vanilla Sunkissed	<ul style="list-style-type: none"> <li>- Warm vanilla.</li> <li>- Vanilla glimmer.</li> <li>- Amber beams.</li> </ul>
2.	Love Spell Sunkissed	<ul style="list-style-type: none"> <li>- Fruity warm.</li> </ul>

		<ul style="list-style-type: none"> <li>- Bright nectarine.</li> <li>- Bronzed sandalwood.</li> </ul>
3.	Coconut Passion Sunkissed	<ul style="list-style-type: none"> <li>- Warm coconut.</li> <li>- Jasmine petals.</li> <li>- A luminous twist beaming with golden woods, sheer musks, solar blooms and amber accords.</li> </ul>
4.	Pure Seduction Sunkissed	<ul style="list-style-type: none"> <li>- Fruity floral.</li> <li>- Tigre flower.</li> <li>- Guava glows.</li> </ul>
5.	Velvet Petals Sunkissed	<ul style="list-style-type: none"> <li>- Floral warm.</li> <li>- Solar blooms.</li> <li>- Kiwi rush.</li> </ul>





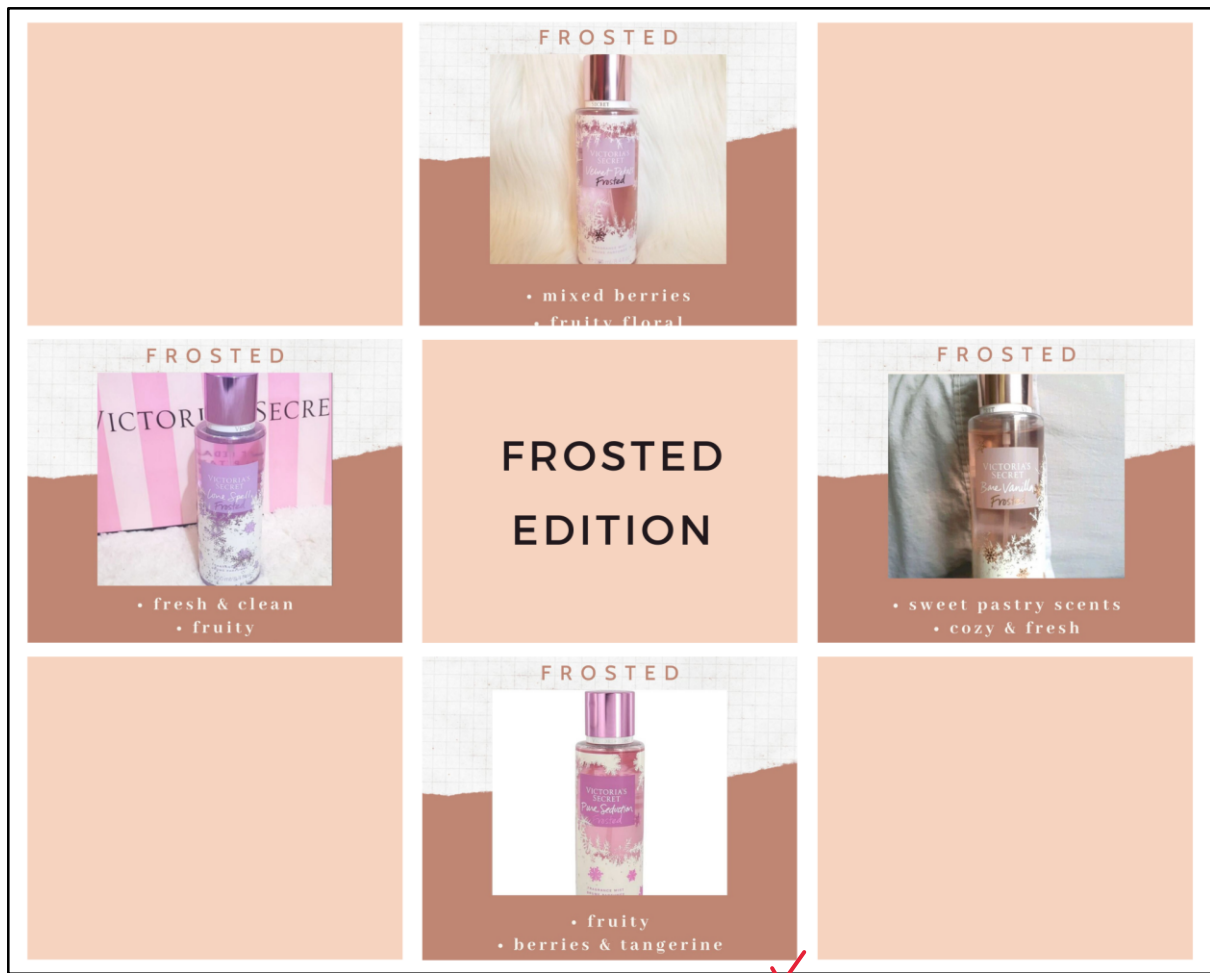
## 5. Noir Edition

Noir Edition is a perfume that many customers prefer because of the affordable price of only RM38.00 and the 250ml capacity of each bottle. Furthermore, the majority of the products in this edition are suitable for both genders and ages, and can last for 3 to 6 months. Velvet Petals Noir, Amber Romance Noir, Coconut Passion Noir, Bare Vanilla Noir, Love Spell Noir and Pure Seduction Noir are among the 6 VictoriaSecret.bygagak scents available for noir edition. Each perfume has its own distinct scent. Here are the fragrance shadows in each type of VictoriaSecret.bygagak's perfumes for customers to refer to:

No.	Name of the perfume	The guidelines of the perfumes.
1.	Velvet Petals Noir	- Floral, fruity warm, woody, musky, chocolate and powdery.

		<ul style="list-style-type: none"> <li>- Tempting berry and dark blooms.</li> </ul>
2.	Amber Romance Noir	<ul style="list-style-type: none"> <li>- Golden amber.</li> <li>- Rich pomegranate.</li> <li>- Amber Romance gets decadent.</li> </ul>
3.	Coconut Passion Noir	<ul style="list-style-type: none"> <li>- Featuring notes of warm, milky coconut and creamy vanilla.</li> <li>- The aroma has a strong gourmand accord laced with sweetness.</li> </ul>
4.	Bare Vanilla Noir	<ul style="list-style-type: none"> <li>- Fruity warm.</li> <li>- Creamy vanilla and warm pear.</li> </ul>
5.	Love Spell Noir	<ul style="list-style-type: none"> <li>- Deep sandalwood adds a sensuous flair to the lush peach</li> <li>- Fruity warm notes of the fragrance.</li> </ul>
6.	Pure Seduction Noir	<ul style="list-style-type: none"> <li>- A dark floral and fruity fragrance mist.</li> <li>- Black plum and sugared musk.</li> </ul>





## 6. Frosted Edition

Frosted Edition is a perfume that many customers prefer because of the affordable price of only RM40.00 and the 250ml capacity of each bottle. Furthermore, the majority of the products in this edition are suitable for both genders and ages, and can last for 3 to 6 months. Velvet Petals Frosted, Bare Vanilla Frosted, Love Spell Frosted and Pure Seduction Frosted are among the 4 VictoriaSecret.bygagak scents available for frosted edition. Each perfume has its own distinct scent and this is more to the icy cold. Here are the fragrance shadows in each type of VictoriaSecret.bygagak's perfumes for customers to refer to:

No.	Name of the perfume	The guidelines of the perfumes.
1.	Velvet Petals Frosted	<ul style="list-style-type: none"> <li>- Fruity and floral.</li> <li>- Soft and fresh.</li> </ul>
2.	Bare Vanilla Frosted	<ul style="list-style-type: none"> <li>- Vanilla cupcake.</li> </ul>

		- A mixture of fresh smells.
3.	Love Spell Frosted	<ul style="list-style-type: none"> <li>- Sweet floral</li> <li>- Mixed sweet fruity.</li> <li>- Fresh and tempting.</li> </ul>
4.	Pure Seduction Frosted	<ul style="list-style-type: none"> <li>- Fruity Redplum.</li> <li>- Marshmallow candy and freshy.</li> </ul>





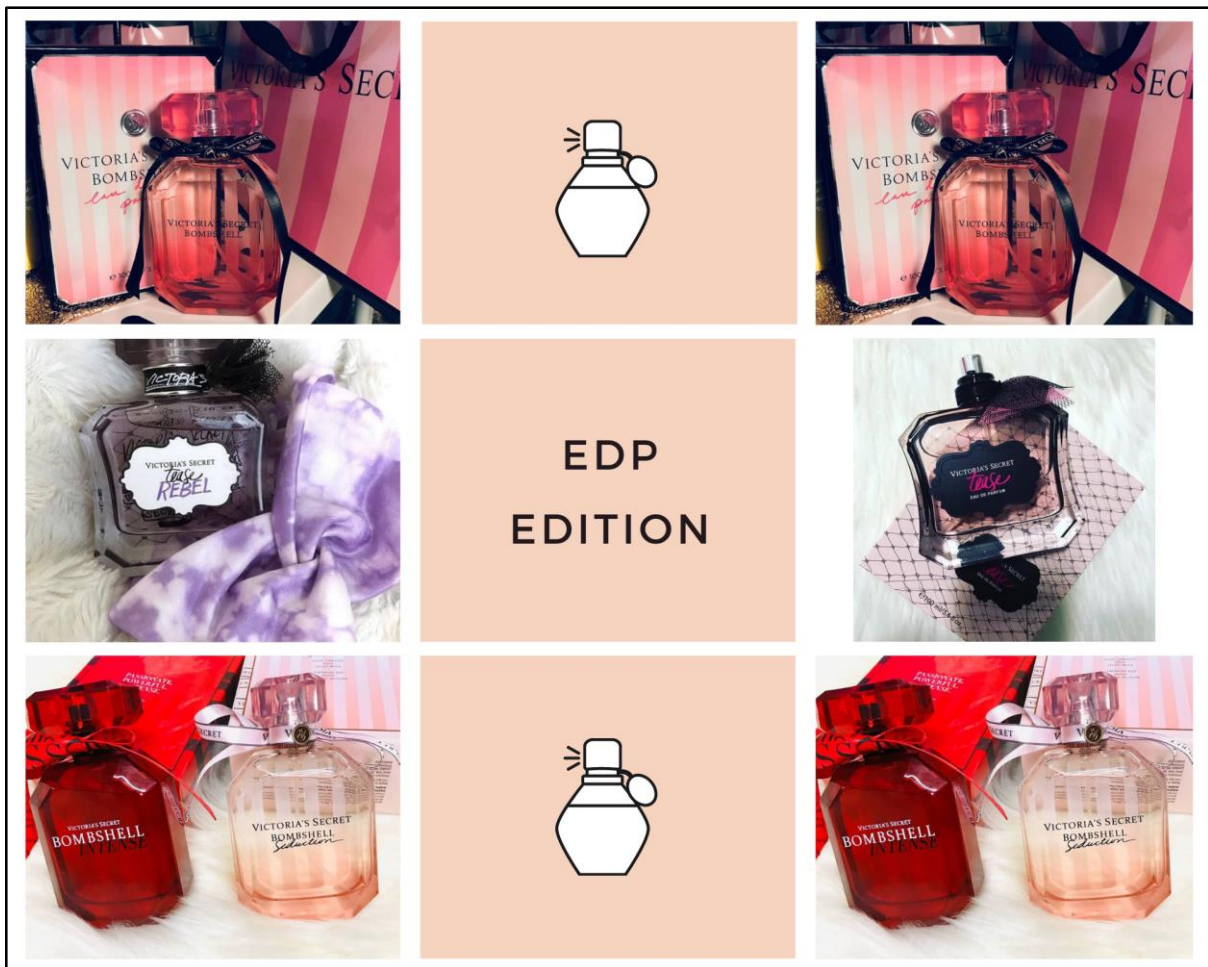
## 7. In Bloom Edition

In Bloom Edition is a perfume that many customers prefer because of the affordable price of only RM35.00 and the 250ml capacity of each bottle. Furthermore, the majority of the products in this edition are suitable for both genders and ages, and can last for 3 to 6 months. Velvet Petals In Bloom, Bare Vanilla In Bloom, Love Spell In Bloom, Pure Seduction In Bloom and Amber Romance In Bloom are among the 5 VictoriaSecret.bygagak scents available for in bloom edition. Each perfume has its own distinct scent. Here are the fragrance shadows in each type of VictoriaSecret.bygagak's perfumes for customers to refer to:

No.	Name of the perfume	The guidelines of the perfumes.
1.	Velvet Petals In Bloom	<ul style="list-style-type: none"> <li>- Peony garden.</li> <li>- Lychee blush.</li> </ul>
2.	Bare Vanilla In Bloom	<ul style="list-style-type: none"> <li>- Vanilla orchid.</li> </ul>



		- Golden amber.
3.	Love Spell In Bloom	- Honeysuckle petals. - Apricot rose.
4.	Pure Seduction In Bloom	- Violet twist. - Pink guava.
5.	Amber Romance In Bloom	- Soft jasmine. - Creamy musk.



## 8. EDP Edition

EDP Edition or stands for Eau De Parfum is a perfume that is a lighter perfume, giving a fresh breath of beautiful scent that can last from 3 to 5 hours. Many consumers choose this product because the bottle looks exclusive. Meanwhile, the price is a bit pricey around RM130.00 to RM120.00 and the capacity of each bottle is 100ml. Furthermore, the majority of the products in this edition are suitable for both genders and ages. In the EDP edition, there are a lot of versions which are Bombshell, Bombshell Intense, Bombshell Seduction, Tease and Tease Rebel that are 5 VictoriaSecret.bygagak scents available. Each perfume has its own distinct scent. Here are the fragrance shadows in each type of VictoriaSecret.bygagak's perfumes for customers to refer to:

<b>No.</b>	<b>Name of the perfume</b>	<b>The guidelines of the perfumes.</b>
1.	Bombshell	<ul style="list-style-type: none"> <li>- Light, floral-fruity scent with purple passion fruit.</li> <li>- Shangri-La peony and vanilla orchid.</li> </ul>
2.	Bombshell Intense	<ul style="list-style-type: none"> <li>- Chypre fruity floral.</li> <li>- Lush cherry, red peony and sultry vanilla.</li> </ul>
3.	Bombshell Seduction	<ul style="list-style-type: none"> <li>- Lush cherry, red peony and sultry vanilla.</li> </ul>
4.	Tease	<ul style="list-style-type: none"> <li>- Like a pear, juicy but not too much of either - it's just right.</li> <li>- Fruity, flower, wood - musk structure.</li> </ul>
5.	Tease Rebel	<ul style="list-style-type: none"> <li>- An unexpected floral.</li> <li>- Blending the subtle musk scent of leather with violet and rose to create a complex and layered fragrance that breaks from floral traditions.</li> </ul>

● **PRICE LIST**

No.	Product	Price
1.	Old Bottle Edition	RM35.00
2.	Candy Edition	RM40.00
3.	Shimmer Edition	RM38.00
4.	Sunkissed Edition	RM40.00
5.	Noir Edition	RM38.00
6.	Frosted Edition	RM40.00
7.	In Bloom Edition	RM35.00
8.	EDP Edition <ul style="list-style-type: none"> <li>● Tease</li> <li>● Tease Rebel</li> <li>● Bombshell</li> <li>● Bombshell Seduction</li> <li>● Bombshell Intense</li> </ul>	RM120.00 RM130.00 RM120.00 RM120.00 RM130.00



## 6.0 FACEBOOK (FB)

- **CREATING FACEBOOK (FB) PAGE**



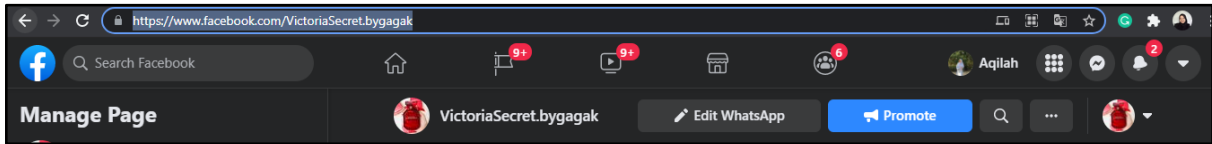
The Facebook page for the VictoriaSecret.bygagak business was developed by myself with the help of Dr. Zawani, the ENT530 topic lecturer, in order to qualify in completing the individual assignments of this social media portfolio.

Next, our Facebook page, VictoriaSecret.bygagak, was created on April 21, 2021 and started operating on May 25, 2021 by introducing our business with various perfume products that will be sold to customers on social media. The customer can directly type our brand name which is VictoriaSecret.bygagak in the search section to find out our business.

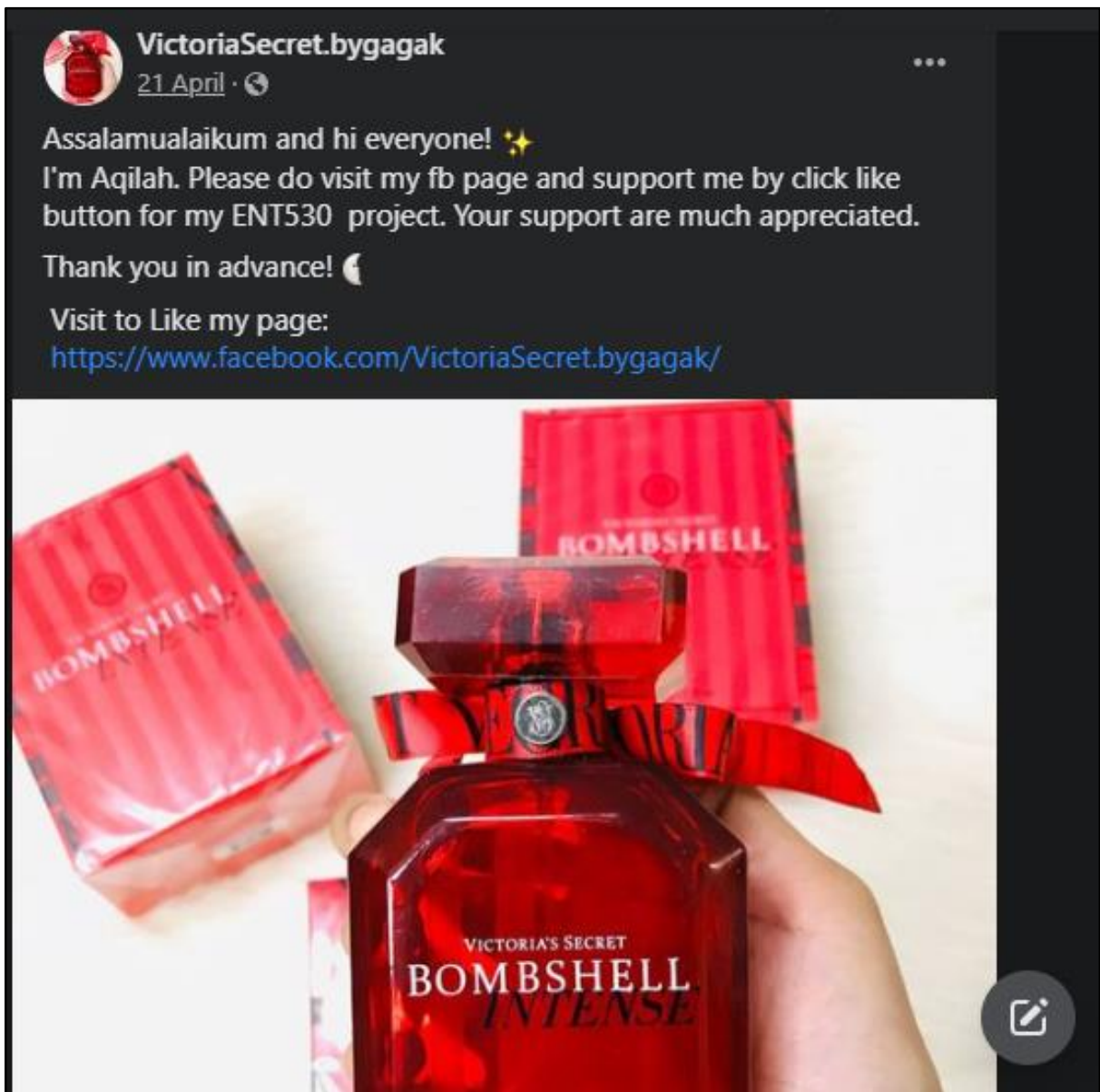
Using Facebook as a business platform has a lot of advantages. One of them is the ability to promote sales products without incurring large advertising costs. Furthermore, merchants can engage in two-way communication with customers via the comments area, Facebook Live, and other tools, allowing customers to easily interact with merchants when purchasing things. Additionally, businesses may determine who their target market is through their Facebook Page, which is frequently a faithful fan for every new release. Indirectly, be able to detect gains and drops in business product sales indirectly.



- **CUSTOMIZING URL FACEBOOK (FB) PAGE**



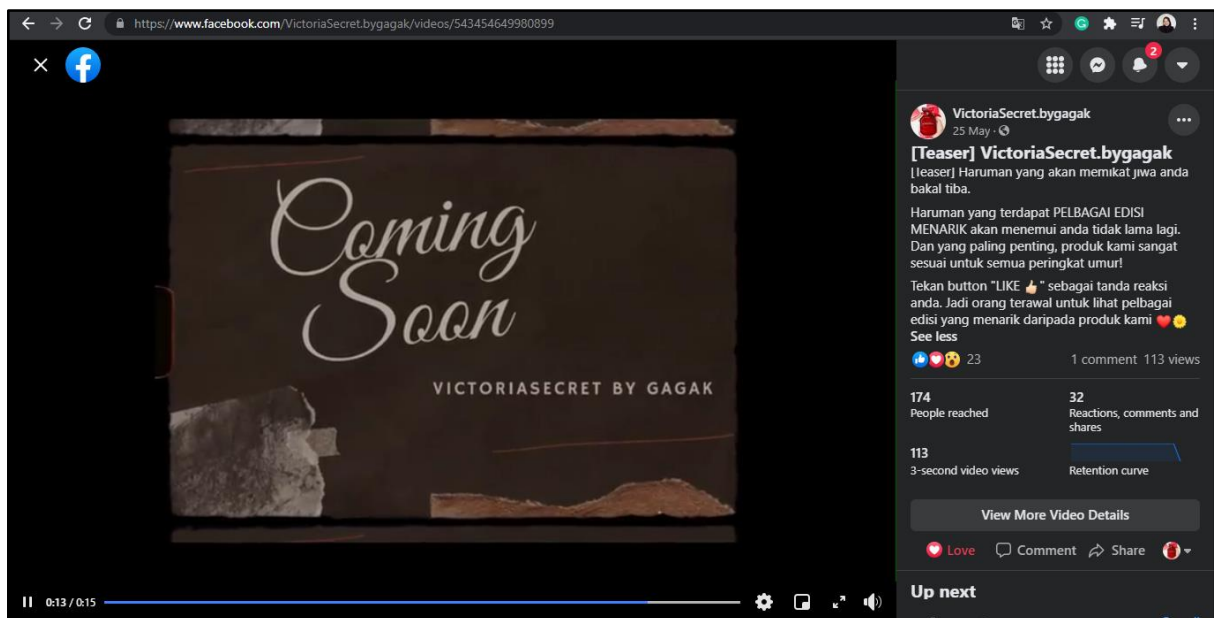
VictoriaSecret.bygagak business can be found on this URL link of our Facebook (FB) page <https://www.facebook.com/VictoriaSecret.bygagak> to make it easier for customers to find us on social media.



- **FACEBOOK (FB) POST – TEASER**


The 15-second teaser video can capture the interest of any customers who view it on social media, as well as generate numerous inquiries from all customers about what products are published from VictoriaSecret.bygagak. Not only that, but the teaser video also features in introducing all the information regarding the products that will be sold by VictoriaSecret.bygagak.

The teaser videos are the primary reason for all merchants, as videos play an important part in launching a business on social media platforms today. One of the key reasons is to introduce new products in order to pique client interest in social media marketing and encourage people to buy them before they are released. Furthermore, with the teaser video, be able to develop a distinct brand from external competition. This is due to the fact that a business brand can develop its own character and is a very effective technique for new merchants. In addition, teaser videos that are interesting in terms of having animations, complete information related to products to be sold, etc. can also make it easier for customers to find products they like.






← → ↻ https://www.facebook.com/VictoriaSecret.bygagak/videos/557278439010356/

✕ 





NEW PRODUCT


*Victoria Secret  
by Gagak*



TAP TO SEE MORE

0:03 / 0:04

 **VictoriaSecret.bygagak**  
25 May · 🌐




**VictoriaSecret.byGagak**

Kami, VICTORIA SECRET by Gagak, ingin memperkenalkan produk-produk edisi menarik yang akan kami jual kepada anda!

Antara edisi yang kami sediakan adalah :

- ♥ CANDY EDITION
- ♥ PERFUMES EDP EDITION
- ♥ SUNKISSED EDITION
- ♥ FROSTED EDITION
- ♥ SHIMMER EDITION
- ♥ OLD BOTTLE EDITION
- ♥ NOIR EDITION
- ♥ IN BLOOMS EDITION

Banyak pilihan sehingga tak tahu nak pilih?  
Boleh hubungi saya untuk ketahui pembelian  
hantu mist lebih lanjut lagi 🧛🏻👉  
See less

   14

1 comment 63 views

184 People reached

29 Reactions, comments and shares

63 3-second video views

Retention curve



- **FACEBOOK (FB) POST – COPYWRITING (HARD SELL)**

Hard sell is a technique of selling goods where the trader has to sell diligently in order to attract and persuade any potential customers to buy the product sold by sellers. This technique also plays a very important role in creating great psychology for the customers. This is because it can make the customers decide immediately for the purchase of the product being sold. Indirectly, the products sold will be bought by customers without having to wait for a decision until it is delayed for a long period of time from them and also the sales target desired by the seller can be achieved.

In addition, the characteristics of this hard sell technique can be identified through persuasion and making compliments to customers so that they feel appreciated getting special treatment from traders. Sellers will also work diligently to inform customers so that they need to make a wise decision to buy the product so that there is no loss the next day. In addition, the advantages that can be found by using the hard sell technique is that it can provide profits with a quick and immediate period, reduce competition with other sellers, and do not waste time waiting for customers to buy products.

Among the hard sell techniques that have been done by VictoriaSecret.bygagak is to make a promotion on Wesak Day by offering a special price of as low as RM40.00 up to RM30.00 only. Not only that, the price reduction was also made which previously only amounted to RM120.00 but due to the promotion offered to customers, the price has been reduced by only RM90.00. The price reduction will not affect the quality of perfume products because VictoriaSecret.bygagak's business places great emphasis on the quality and level of satisfaction of its customers. Indirectly, hard sell techniques have been used in promoting VictoriaSecret.bygagak products by offering promotional prices that are very different from the original price. Here is a hard sell technique used by VictoriaSecret.bygagak.

← VictoriaSecret.bygagak 🔍

Hello everyone ! Happy Wesak Day ✨

Sempena perayaan Hari Wesak, VictoriaSecret.bygagak ingin memberikan harga promosi yang istimewa untuk hari ini tau 🤩🤩 wah wahhhh

💖 Harga istimewa yang hanya RM35 - RM40 sahaja !  
Tunggu apa lagi?  
Grab now everyone 📱




← VictoriaSecret.bygagak 🔍

EDP Bombshell ❤️  
Number #1 in the Top 10 of the best perfume of Victoria's Secret ✨ It's very exclusive and sweet, women's all time favourite perfume.

Light, Floral Fruity Scent With Purple Passion Fruit, Shangri-La Peony & Vanilla Orchid

RM120 ✕  
AFTER PROMOTION ONLY RM90 🤩🤩  
Dm me if you are interested ! Thank you 💖



Love Comment Share

218 people reached >

Boost Post

You and 13 others

← VictoriaSecret.bygagak 🔍

Hai everyone !

🤩🤩 VictoriaSecret.bygagak bukan sahaja ada jualan minyak wangi yang berkualiti, malah dengan harga yang sangat murah dan berpatutan tau.

- ✨ Aqua Kiss
- ✨ Pure Seduction
- ✨ Love Spell
- ✨ Love Addict

Harga hanya RM35 exc postage ✨🔥  
Cepat-cepat DM okay 🤩  
Jangan lepaskan peluang tau!



VictoriaSecret.bygagak

Like Comment Share

← VictoriaSecret.bygagak 🔍

Hello Everyone!

Happy Tuesday 🍀🍀🍀 Today nak tunjuk kesemua produk keluaran kami!!! Kami ada sertakan sekali harga untuk customer pilih mana yang berkenan di hati 🤩🤩


Komen di ruangan bawah atau terus hubungi saya untuk tahu lebih banyak lagi okay 🍀

Anda Jangan Risau

- ✓ Tahan lama 3-6 bulan
- ✓ ORIGINAL AND CODE
- ✓ Harga MURAH daripada boutique



Comment as VictoriaSecret.bygagak 📷 GIF 😊



VictoriaSecret.bygagak  
13 July at 18:31 · 🌐


Sunkissed Edition  
- 250ml  
- RM40.00 exc postage

Edit

VictoriaSecret.bygagak

Love Comment Share

Comment as VictoriaS...  
Press Enter to post.



VictoriaSecret.bygagak  
13 July at 18:31 · 🌐


EDP Edition:  
- 100ml  
- Bombshell Intense RM130.00 exc postage  
- Bombshell Seduction RM120.00 exc postage

Edit

VictoriaSecret.bygagak

Love Comment Share

Comment as VictoriaS...  
Press Enter to post.



VictoriaSecret.bygagak  
13 July at 18:31 · 🌐

EDP Edition  
- 100ml  
- Tease Rebel RM130.00 exc postage

Edit

VictoriaSecret.bygagak

Love Comment Share

Comment as VictoriaS...  
Press Enter to post.

- **FACEBOOK (FB) POST – COPYWRITING (SOFT SELL)**

Soft Sell is a sales and advertising technique that can be seen in terms of approaching its customers in a position of empathy and mostly using more subtle, gentle and relaxed language. Usually, this soft sell technique can be found when the salesperson prioritizes what the customer wants and has been widely applied by salespeople today, especially in online business such as social media on Facebook, Instagram and others because of the support from loyal customers is very important in sales.

In addition, the technique is also done to avoid customers from going in search of other brands and any of their dissatisfaction with customer service. This is because, soft sell technique has less pressure like hard sell and does not force customers to make a purchase. Although this technique takes time for the salesperson to achieve success in business, it will lead to repeat sales where loyal customers will often buy goods or products over and over again because they have believed in the product sold by the salesperson. Furthermore, the use of language and tone used throughout the purchasing process between customers will also provide comfort for them to interact.

Among the soft sell techniques that have been done by VictoriaSecret.bygagak is to introduce perfume products along with fragrance guides so that customers can find out the content that suits their needs. Next, VictoriaSecret.bygagak also gave some words of encouragement and advice to their customers during the lockdown period. Besides that, perfume application techniques are also provided so that customers can know the actual techniques when wearing perfume and even knowledge on the advantages of using perfumes is also shared on the Facebook page. Here is a soft sell technique used by VictoriaSecret.bygagak.





VictoriaSecret.byagak

Hello hello everyone! ✨✨✨

Nak tahu tak? Selain jualan body mist, Victoria Secret ada keluarkan produk Lotion jugak tau. 🌸

Lotion : mengekalkan haruman lebih tahan lama dan kekal wangi sepanjang hari ✨🌸🌸

Jadi, tunggu apa lagi? Nak kekal wangi? Beli Victoria Secret 🌸

- ♥ Harga Berpatutan
- ♥ Mesra Wudhuk
- ♥ Tahan lama

**Body Mist tahan berapa lama?**

VS tahan 6-8 jam (ikut hormon badan), kalau kuat berpeluh, perlu selalu spray. Kalau badan normal tahan sampai 8 jam dan sembur dekat baju bau takkan hilang!

1 lagi tips untuk tahan lama, pakai lotion dan spray body mist. Bau akan lebih tahan dan kekal wangi sepanjang hari!



VictoriaSecret.byagak

Love Comment Share

VictoriaSecret.byagak

HAPPY WEEKEND Everyone ✨❤️🥰

Just want to share ini semua feedback daripada pembeli pembeli saya. Mereka sangat berpuas hati dengan service dan product kami juga tau.

Dengan harga yang berpatutan, awak mampu miliki produk original daripada VictoriaSecret.byagak 🌸✨

Jangan lepaskan peluang anda! 🌸  
Let me know if you wanna grab our product 🥰  
#stayathome  
#stayhealthy



Comment

VictoriaSecret.byagak

Hello Everyone !!

Hari ni semua sihat belaka ke tu? 🌸  
Haaa nak tahu sesuatu tak? Produk minyak wangi ada banyak kelebihan. Ingat tau, pergi mana-mana kita harus kekal wangi untuk segar sentiasa ✨

Nak minyak wangi yang tahan lama? Dan harga yang berpatutan?  
Grab now with VictoriaSecret.byagak 🌸🌸

*Benefits*  
of  
Using Perfumes!

- Keep unwanted body odor at bay and ensures that we smell good throughout the day.
- Can change our mindset and "promote specific behavior".
- Help out defuse stress and other anxiety-related issues at bay.
- Can help cure that awful headache (contain essential oils and other active compounds).
- Can alter one's perception of one's physical appearance.

VictoriaSecret.byagak

Hello Everyone!

Ada yang tertanya-tanya mengenai kandungan produk kami? Original ke?  
Jangan risau awak-awak 🥰 ✨ VictoriaSecret.byagak nak kongsi sesuatu yang akan membantu segala persoalan awak.

Langkah-langkahnya adalah :

1. Tekan link ini 🌸👉 <http://www.checkfresh.com>
2. Pilih Cosmetic Brand 👉 Victoria's Secret
3. Masukkan batchcode yang tertera pada botol ✓
4. Tekan buton Check ✓
5. Segala maklumat akan dinyatakan 🥰


Jika ada sebarang pertanyaan, jangan segan silu okay? Boleh juga terus komen dibawah 🌸🥰

Anda Jangan Risau

- ✓ Tahan lama 3-6 bulan
- ✓ ORIGINAL AND CODE
- ✓ Harga MURAH daripada boutique

#staysafeeveryone

**Senak Code/ Batch Code/ Label Vs Original**





## CONCLUSION

In conclusion, there is a lot of knowledge in the field of business that I can learn from the social media portfolio assignment under the subject Principles Of Entrepreneurship (ENT530). Among them is that before starting a business on a small scale, we must have knowledge of the ins and outs of business because there are a lot of competitors that we have to face to make a profit. Also, I need to make a business registration in E-commerce. This is the main thing that new entrepreneurs need to do before creating a business account that makes sales on social media such as on Facebook because it does not require a high registration fee cost as a new entrepreneur. Not only the cost, but also facilitates and helps all the process of product sales journey for young entrepreneurs as a guide to them in the field of business can run in an orderly and organized manner.

In addition, I was also able to learn new knowledge about hard and soft sell in the business world where the technique plays a very important role in attracting any customers to buy our own products. Businesses are also not just making a profit but also learning how to maintain business performance and customer satisfaction levels like the great competitors out there.

Last but not least, there are many advantages and disadvantages that I have gained in the field of business by using social media platforms which indeed have various challenges so that customers continue to believe in our own branded products namely VictoriaSecret.bygagak. This portfolio is very important for me in the future if i want to build new business for making own profits.