



اُونِيُوَرَسِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



SOCIAL MEDIA PORTFOLIO

NAME OF COMPANY

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

FACULTY & PROGRAMME :BA290
SEMESTER :4
NAME : SITI NURHANISAH BINTI SHAIKH HAMDAN &
AIN NORSHAFIKA BINTI AMRAN
LECTURER : DR NOR HARLINA BINTI ABD HAMID

ACKNOWLEDGEMENT

First, we would like to express full of our gratitude to Allah S.W.T we managed to complete our social media portfolio report with successfully by his guidance and blessing. We want to say special thanks especially to both our parents that never tired in supporting us at all and to complete this portfolio by help us to do and support to start this business online. In addition, especially thanks to all our college friends because they always give us more creative idea and shared knowledge before, we start our business until we finished this portfolio. This portfolio also has been prepared with the cooperation and support from many people out there that always supporting in our facemask business. Furthermore, I also want to give a special thanks to my lecturer, which is dr nor harlina binti abd hamid also her kindness in helping during the process of completion of this social media business work. She has given a good teach by providing useful information. Without her, we would not be able to complete this portfolio.

Through this subject we already understood that business is very important for society and this subject is very best to be learn and finally I also make a portfolio for our business facemask. In this portfolio, there was covers social media business using Facebook which is creating Facebook page, teaser post, creating soft sell and hard sell, frequency of posting and sales report.

Lastly, for those who had involved and contributed directly or indirectly to this portfolio, we are very thankful to them for the effort and initiative that they have shown in our business until successful completed our portfolio report. We want to apologize to all person that we have not mentioned that helped us in many ways to complete this portfolio and I hope this social media business portfolio report can give us more about entrepreneurship world and fact about how to become an entrepreneur in future life.

Executive Summary

Favemask is a trademark for our duckbill facemask. The main objective is to ensure all people use a right quality facemask that is favemask and to prevent all Malaysian people from disease. Our business is about selling duckbill facemask. We start my business with just make a dropship and sell it on online facebook pages. The product that we have been choose is duckbill facemask and for our fb page is Favemask. The reason behind the choose of this name is to convince people that want to buy to our facemask since it all-time favourite most people.

The supplier of favemask facemask by YY unique seller on shopee. This business is just focusing on selling duckbill facemask and my target audience is for all student University Technology Mara Puncak Alam people because on this pandemic era, all students need to wear a mask to go around the campus so it is necessary for student to have stock of facemask to prevent from Covid 19 disease.

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1.0 GO-ECOMMERCE AND MYENT CERTIFICATE

1.1 Go-Ecommerce certificate



Certificate of Completion

This acknowledges that

siti nurhanisah binti shaikh hamdan

has successfully completed

eUsahawan Course Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.



Certificate of Completion

This acknowledges that

Ain Norshafika Binti Amran

has successfully completed

eUsahawan Course

Level 1 – Go Digital

organised by



This is a digital-generated certificate. No signature is required.

1.2 MyENT Certificate

	UNIVERSITI TEKNOLOGI MARA	Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
MASMED YOUNG ENTREPRENEUR (MyENT)		
SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM		
No. Pelajar	:	2020828416
Nama	:	SITI NURHANISAH BINTI SHAIKH HAMDAN
Program Pengajian	:	SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) EKONOMI PERNIAGAAN
Fakulti	:	Faculty of Business & Management
Kampus	:	Selangor
MAKLUMAT PERNIAGAAN		
Mod Perniagaan	:	Online
Bidang Perniagaan yg diceburi	:	Peralatan Hospital
Tempoh Berniaga	:	setahun
No. Pendaftaran Perniagaan	:	
URL Perniagaan	:	https://www.facebook.com/Amigos.2521/?ref=pages_you_manage
Alamat Premis Perniagaan	:	
Tarikh Mendaftar	:	26 May 2022
Tarikh Kemaskini	:	
Tarikh Cetak	:	26 May 2022
<p>Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.</p> <p>Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.</p>		
SALINAN PENDAFTARAN INI DIPERAKUI OLEH		
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM		
Malaysian Academy of SME & Entrepreneurship Development (MASMED)		



UNIVERSITI
TEKNOLOGI
MARA

Akademi
Pembangunan PKS dan
Keusahawanan Malaysia
(MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2020482706
Nama : AIN NORSHAFIKA BINTI AMRAN
Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) EKONOMI
PERNIAGAAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Online
Bidang Perniagaan yg
diceburi : Peralatan Hospital
Tempoh Berniaga : SETAHUN
No. Pendaftaran Perniagaan :
URL Perniagaan : <https://www.facebook.com/Amigos.2521>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 26 May 2022
Tarikh Kemaskini :
Tarikh Cetak : 26 May 2022

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatal apabila penama menamatkan pengajian atau tidak lagi aktif dalam sistem universiti.

Akademi Pembangunan PKS dan Keusahawanan Malaysia (MASMED) juga berhak membatalkan sijil ini tanpa sebarang notis. Penggunaan sijil ini hanya diterima untuk kegunaan urusan dalaman UITM sahaja. Urusan dan aktiviti perniagaan yang dijalankan oleh penama adalah risiko dan tanggungjawab sendiri tanpa melibatkan kepentingan dan nama Universiti.

SALINAN PENDAFTARAN INI DIPERAKUI OLEH
PENOLONG NAIB CANSOLOR KEUSAHAWANAN UITM

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

1.3 SSM Certification



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

**AIN NORSHAFIKA BINTI AMRAN
NO. PENDAFTARAN: 202203131193 (003401858-U)**

telah didaftarkan dari hari ini sehingga **25 MEI 2023** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **26 MEI 2022**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

Form A
REGISTRATION OF BUSINESS RULES 1957
[RULE 3] - PORTAL
BUSINESS REGISTRATION

Reference No:

EB-A2022052401025

(* Mandatory Field)

NAME APPROVAL NO.

EB-A2022052401025

I/We the person(s) responsible submit for registration of the following particulars regarding the under-mentioned business.

INFORMATION OF BUSINESS (* Mandatory field)

1. * BUSINESS NAME

AIN NORSHAFIKA BINTI AMRAN

2. A) * DATE OF COMMENCEMENT OF BUSINESS
(dd/mm/yyyy)

25/05/2022

B) * REGISTRATION
PERIOD

1

YEARS

3. * PARTNERSHIP AGREEMENT
(If yes, upload the copy of agreement)

NO

DATE
(dd/mm/yyyy)

4. ADDRESS OF PRINCIPAL PLACE OF BUSINESS

TOWN

POSTCODE

STATE

5. * TELEPHONE

6. E-MAIL

7. CORRESPONDENCE ADDRESS
(if different from above)

TOWN PASIR MAS

POSTCODE 17000

STATE KELANTAN

Nama Perniagaan : AIN NORSHAFIKA BINTI AMRAN
Nombor Pendaftaran : 202203131193 (003401858-U)



**** MAKLUMAT PEMILIK PERNIAGAAN TERKINI ****

NAMA : AIN NORSHAFIKA BINTI AMRAN
ALAMAT KEDIAMAN :

NO K/P (LAMA) :
NO K/P (BARU) :
TARIKH LAHIR : 12-02-2001
BANGSA : MELAYU
JANTINA : PEREMPUAN
KEWARGANEGARAAN : WARGANEGARA MALAYSIA
TARIKH MASUK : 25-05-2022

MAKLUMAT YANG DIBEKALKAN ADALAH EKSTRAK DARIPADA DOKUMEN YANG TELAH DIDAFTARKAN DENGAN PENDAFTAR.

PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA
TARIKH : 26/05/2022

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.

2.0 INTRODUCTION OF BUSINESS

2.1 Name and Address of Business

Our business name is Favemask and it was established on 16 April 2022. The name 'Favemask' is derived from the combination of the words 'Favourite' and 'Facemask'. 'Duckbill' named after its unique duckbill-style shape, said to offer better breathability, thanks to its flat breathing chamber, which protrudes away from the wearer's nose and mouth. In other words, the material isn't pressed right up against your face, which can often restrict breathing. while 'KF94' stands for "Korean filter," and the "94" indicates a 94 percent filtration efficacy.



FIGURE1: Favemask's logo

As for the location, we have decided to choose UiTM Puncak Alam as the business location since our target customers are students since we also students here so it will be easy for us to deliver to our beloved customers. Hence, we do not have any problem if our customers did not want to use postage service and opt for cash on delivery instead where both of us can deliver the product directly to them.

Nevertheless, we do not have a business premise since we only conduct the sales activity on our Facebook (FB) page only. However, the business address is our university address, UiTM Cawangan Selangor Kampus Puncak Alam Bandar Puncak Alam, 42300 Puncak Alam, Selangor.



FIGURE 2: Favemask's Address

2.2 Organizational Chart

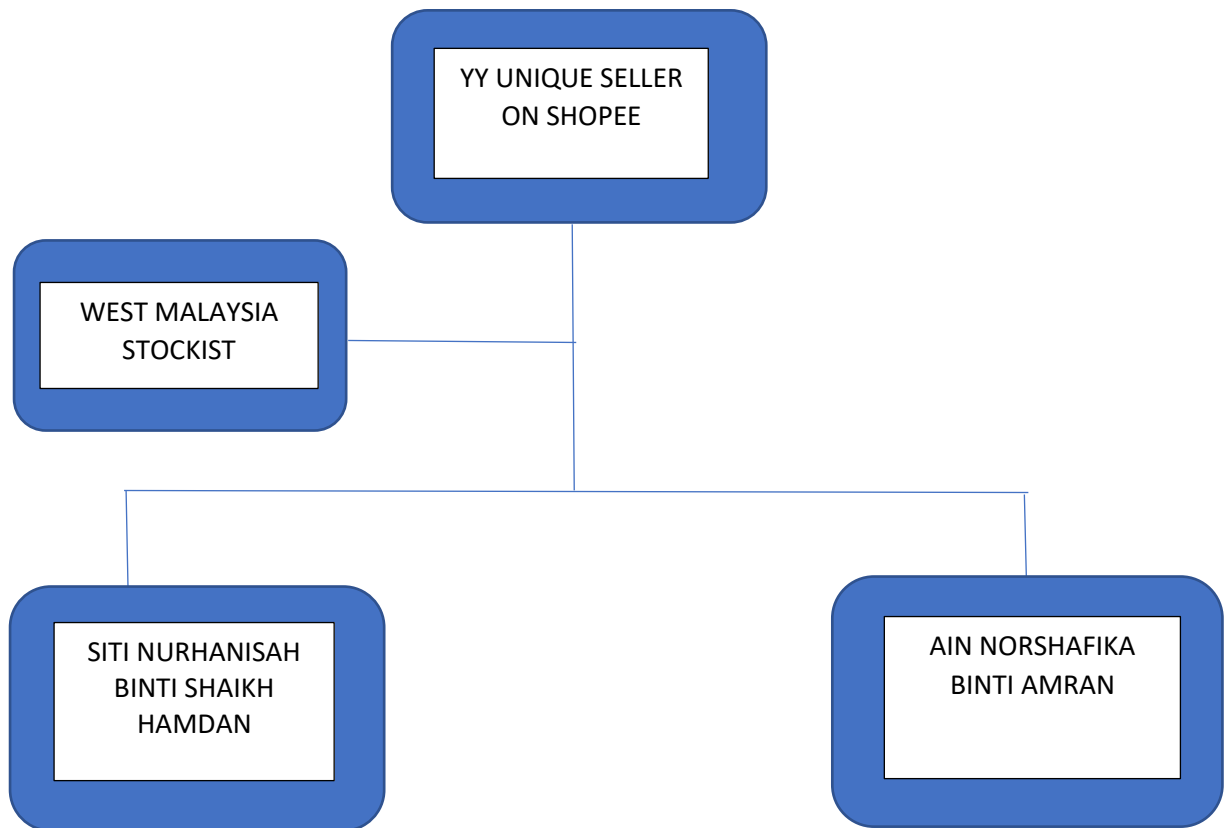


Figure 3: Organizational Chart of Favemask

Both of us work as an agent for YY Unique seller Malaysia, where we enable to have complete control over the sale of products and the stocking. Apart from that, we also serve as a marketer and promote the products. Nevertheless, Favemask's is entirely owned by us, Siti nurhanisah and Ain norshafika, thus, both of us have complete control and decision-making authority over the company's financial, operational, and administrative activities. Therefore, Favemask operates as a sole proprietorship.

2.3 Mission and Vision

Mission

The mission for Favemask Facebook Page is to promote favemask and give good product quality to customer.

Vision

The vision of Favemask is to ensure all people use a right quality facemask that is favemask and to prevent all Malaysian people from disease.

2.4 Description of products and services



For this project, we chose to be an agent to a business owned by a seller on Shopee. The business was named as YY Unique where the master agent was a seller on Shopee. In this business, we plan to sell duckbill and KF94 mask because it is found that this mask has a high market nowadays. KF94 mask under this business is divided into two types of colours such as black and white.

The main reason I chose this business is because I find the use of face masks is something that is mandatory nowadays and it is a need that everyone needs. To serve as an example, this duckbill mask is better breathability, thanks to its flat breathing chamber, which protrudes away from the wearer's nose and mouth while KF94 mask was found to be able to filter out viral particles that may be due to its denser fibre structure, use of different materials, more suitable number of layers and also having a suitable match to the facial structure. Obviously, this product is highly suggested for use by everyone, but it comes in its own size for adolescents. Because it is a disposable mask, the KF94 mask is also incredibly convenient to use. The Korean government's Personal Protective Equipment (PPE) department claims that the KF94 mask is equivalent to the N95 respirator, proving that its use is highly recommended. As a start-up, we have already planned to run this face mask business for one week.

Because our client targets are mainly close friends and students of UITM Puncak Alam, we solely utilise the WhatsApp to execute promotions. We will post multiple photographs of the duckbill mask and KF94 mask on social media as a customer reference, as well as the pricing in the status page. When it comes to delivery, we'll only do it on weekends when we don't have any classes. Only cash is accepted as payment.

Mostly our customers can also get free maskchain in every purchase on the promotional day or monthly sale. This is because we want our customers to feel easier when wearing a mask.

2.5 Price List

PRODUCT	NAME AND PRICE (RM)
	<p>DUCKBILL</p> <p>10 PIECES (RM 5)</p>
	<p>KF94</p> <p>10 PIECES (RM 5)</p>

3.0 FACEBOOK

We started our business by creating a Facebook (FB) page since Facebook is a great social media platform to promote the products we are selling and create awareness of our business. The reason we chose Facebook to conduct the sales activity is that it was reported that the Facebook user in Malaysia has reached 30 million users as of January 2022. Hence, by having a Facebook page, our business will be known easily to a lot of Malaysian Facebook users. Apart from that, we are also aware that people love to find information and product online where it is from the tip of their finger. Thus, creating a Facebook page is one of the good mediums to connect with our customers where they can find all the information about our products which is Duckbill mask and KF94 on our Facebook page. On Favemask's Facebook page, we have created a lot of posts which is teaser post, hard sell post, and soft sell post related to the products we sell.



FIGURE 4: FAVEMASK'S FACEBOOK (FB) PAGE

We managed to create our Facebook (FB) page on 16 April 2022. We used this facebook page mainly to promote the products that we are selling which are duckbill facemask and KF94 facemask and interact with our customers. We also have created our own logo to distinguish ourselves from people that sells the same product as us. The logo helps people to know that there is on the right Facebook page of ours. Moreover, in the span of 1 months, we have successfully acquired at least 201 Facebook users to like our Facebook page and 206 people to follow our Facebook (FB) page. This is one step closer to making our business and Facebook (FB) page to be known by a lot of people. Finally, we also have put our telephone number and enabled a Facebook messenger so our customers can contact us through WhatsApp and Messenger if they want to purchase the product.

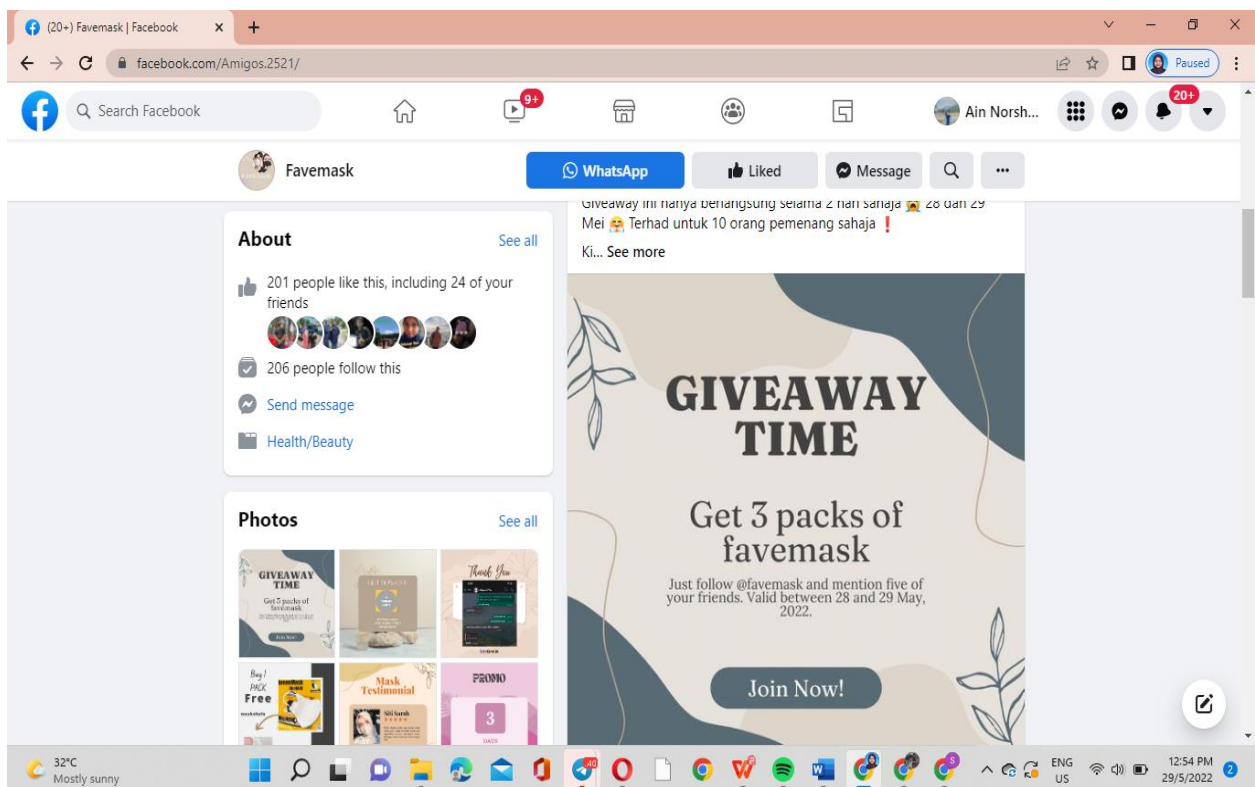


FIGURE 5: FAVEMASK'S FACEBOOK (FB) PAGE

3.2 Custom URL Facebook Page

FB Pages URL: <https://www.facebook.com/Amigos.2521>

3.2 Facebook (FB) Post – Teaser

First and foremost, one of the Facebook posts that we had done on the Facebook page is teaser postings. Teaser postings are like advertising, and their goal is to get people excited about a product. It also can be an introduction to a new product and a re-introduction to an existing product. The purpose of teaser postings is to increase curiosity among audiences. Thus, Favemask has applied this element to tease our existing product which is Duckbill mask and KF94 facemask.

Favemask
19 May at 23:00 · 🌐

Teka benda tersembunyi!!! 🤔
Apa ye benda yang tersembunyi dalam gambar kat bawah ni? Jom like dan komen jawapan kat bawah ni 🙌
Haa yang sporting boleh join ye. Good luck korang 🍀



GOODLUCK
FAVEMASK

WhatsApp

Favemask
19 May at 23:03 · 🌐

COMING SOON !!!
20 MAY ? Eh ada ape dengan tarikh tu ? korang rasa kita nak buat suprise ape agak2 ?
Nantikan produk baru kami yang bakal release tak lama lagi !! Stay tuned ye semua 🙌❤️



Coming SOON
STAY TUNED
May

SU	MO	TU	WE	TH	FR	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

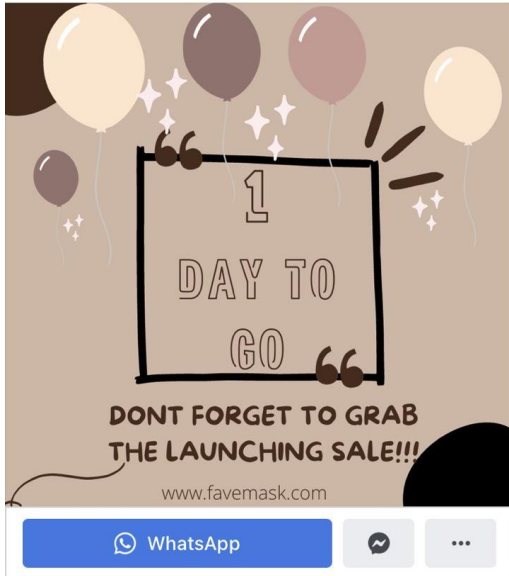
You, Aliff Rosli and 57 others

WhatsApp

Tau tau dah 1 hari lagi gais before kita release our most anticipated release of 2022 🔥🔥 pergi mana mana sekarang pun dah menjadi rutin kita ✨

PSS INGAT TAK HARITU KAMI CAKAP NAK BELANJA UOLLS ? HAA NI LA MASANYA. SAVE THE DATE UNTUK DAPATKAN HADIAH YANG LUMAYAN DARI KAMI 😄😄😄

SIAPA DAH TAK SABAR NAK PURCHASE? KOMEN "TAZZABARR!"
[Tonight] [12 pm]



Favemask
19 May at 23:19 · 🌐

1 DAY LEFT !!

Tau tau dah 1 hari lagi gais before kita release our most anticipated release of 2022 🔥🔥 pergi mana mana sekarang pun dah menjadi rutin kita ✨

PSS INGAT TAK HARITU KAMI CAKAP NAK BELANJA UOLLS ? HAA NI LA MASANYA. SAVE THE DATE UNTUK DAPATKAN HADIAH YANG LUMAYAN DARI KAMI 😄😄😄

SIAPA DAH TAK SABAR NAK PURCHASE? KOMEN "TAZZABARR!"
[Tonight] [12 pm]



FIGURE 6: Some of the Favemask's Teaser Postings

3.4 Facebook (FB) Post – Copywriting (Hard Sell)

The next post that we have created for our Facebook (FB) post is a hard sell. Hard sell is a marketing or sales strategy that uses language that is particularly direct and demanding, and it is intended to persuade a customer to purchase a product or service immediately rather than considering his or her options and possibly postponing the purchase (Kenton, 2021). As for the copywriting for hard-sell posts, we use the AIDCA formula which is the acronym for Awareness, Interest, Desire, Conviction, and Action.

GRAND OPENING SALE FAVEMASK EXCLUSIVE
BUY 1 PACK FREE MASKCHAIN ✨✨

Abang kakak2 semua, ayuh grab mask #favemask sebab sekarang ni tengah sales kaw kaw murah !!

Harga untuk 1 Pack hanya RM5 . Murah kan gais 🤩
📦 Postage : RM5 (SM) , RM8 (SS)
🚚 COD : UiTM Puncak Alam

📞 Terus call /whatsapp Kami untuk order 🤩
www.wasap.my/60182415525/hanisah
www.wasap.my/60138941442/ika
#favemask #maskmurah #maskmuka #kitajagakita



Favemask
21 May at 21:01 · 🌐

PROMO !!

Buy 1 Free Maskchain berbaki lagi 3 hari sahaja gais . Jangan lepaskan peluang keemasan ini . Bukan selalu kita nak bagi free ni . Haa rugi sape yang tak grab time promosi 😊

Cepat-cepat order di #favemask

Harga untuk 1 Pack hanya RM5 . Murah kan gais 🤩
📦 Postage : RM5 (SM) , RM8 (SS)
🚚 COD : UiTM Puncak Alam

📞 Terus call /whatsapp Kami untuk order 🤩
www.wasap.my/60182415525/hanisah
www.wasap.my/60138941442/ika





Favemask

20 May at 23:36 · 🌐

Buy 1 Free 1 🤪

Untuk PROMO bagi first open kedai , kita nak bagi FREE maskchain 🤪 PROMO ini hanya berlangsung selama 4 hari sahaja tau!!1

Bukan free saja2 je awak semua , kita ada syarat untuk dapatkan FREE maskchain ni . Syarat dia , beli 1 Pack , korang akan dapat Free 1 mask chain !! Beli 5 pack dapat FREE 5 mask chain 🤪

JANGAN LEPASKAN PELUANG ANDA 🙏

Harga untuk 1 Pack hanya RM5 . Murah kan gais 🤪

📦 Postage : RM5 (SM) , RM8 (SS)

🚗 COD : UiTM Puncak Alam

☎️ Terus call /whatsapp Kami untuk order 🤪

www.wasap.my/60182415525/hanisah

www.wasap.my/60138941442/jika



👍 You, Aliff Rosli and 5 others

WhatsApp



Favemask

23 May at 02:39 · 🌐

Pejam celik pejam celik dah masuk hari terakhir promosi 🤪 Sape lagi belum grab , angkat tangan " 🙏 "

Cepat-cepat klik order dengan kami sebelum tamat promosi . Ramai dah customer kita grab banyak2 semata-mata untuk dapatkan freegift yang menarik ni.

Ape lagi ? Jom order sekarang sementara promosi masih ada !! !!

Harga untuk 1 Pack hanya RM5 . Murah kan gais 🤪

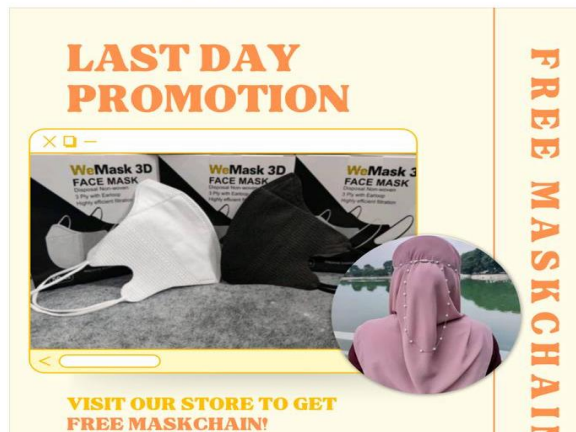
📦 Postage : RM5 (SM) , RM8 (SS)

🚗 COD : UiTM Puncak Alam

☎️ Terus call /whatsapp Kami untuk order 🤪

www.wasap.my/60182415525/hanisah

www.wasap.my/60138941442/jika



Favemask

27 May at 16:13 · 🌐

" WEEKEND SALE " !! ✨

Happy weekend day gai 🙏 harini kita baik hati nak bagi promosi sempena hujung minggu ni 🤪

psstt.. sebelum ni kita dah baik daa tau 🤪 cuma harini kita terlebih baik hati nak bagi harga mura kaw-kaw !! 🤪 Happy tak dapat harga murah ni ?

Kejap lagi tak cukup jari dah nak reply korang punya order 🤪 If lambat reply jangan spam tau ✖ kita reply dari bawah satu persatu 🤪 Dengan secepat mungkin kita reply korang punya chat 🤪

Sales kalini 50% OFF 🤪 Sebelum ni kita jual RM5 setiap 1 pack 🙏 Tapi harini jimat RM2.50 gaisss 🤪 EEEEEEE cepatt2 order dengan kami 🙏

☎️ Terus call /whatsapp Kami untuk order 🤪

www.wasap.my/60182415525/hanisah

www.wasap.my/60138941442/jika



Favemask
21 May at 21:22 · 🌐

DESIGN PALING MELETOPS 🤩
NAKK ?
Dapatkan promosi kami beli mask percuma mask chain 🤩
Dm now !!
Harga untuk 1 Pack hanya RM5 . Murah kan gais 🤩
✈️ Postage : RM5 (SM) , RM8 (SS)
🚗 COD : UiTM Puncak Alam
☎️ Terus call /whatsapp Kami untuk order 🤩
www.wasap.my/60182415525/hanisah
www.wasap.my/60138941442/ika
#maskchainstyle #freegift



Favemask
24 May at 23:30 · 🌐

Selamat Malam semua 🤩
What are you waiting for !?
CEPAT2 GRAB . 50% OFF UNTUK NEW PRODUCT
BAKAL TAMAT TAK LAMA LAGI 😊 JANGAN BUANG
MASA SEBAB MASA ITU EMAS 🤩
JOM DAPATKAN SEKARANG !!
✈️ Postage : RM5 (SM) , RM8 (SS)
🚗 COD : UiTM Puncak Alam
☎️ Terus call /whatsapp Kami untuk order 🤩
www.wasap.my/60182415525/hanisah
www.wasap.my/60138941442/ika



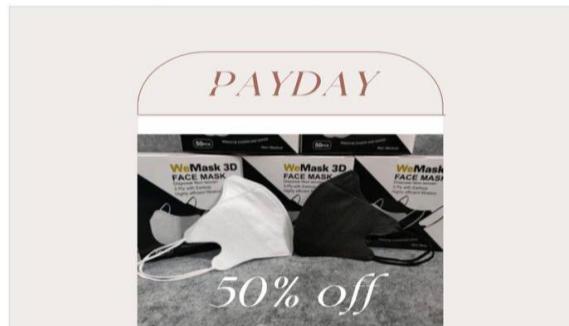
Favemask
24 May at 09:58 · 🌐

PROMOSI PRODUK BARU !!
Untuk harini sahaja tau gais . Harga asal RM5 untuk 10
PACK .
Tapi untuk harini sahaja , Untuk 1 hari paling tak masuk
akal !
RM3.50 sahaja ! Ye diulangi RM3.50 sahaja !
Kenapa perlu dapatkan harini ?
- stock limited
- harga promosi
JOM DAPATKAN SEKARANG !!
✈️ Postage : RM5 (SM) , RM8 (SS)
🚗 COD : UiTM Puncak Alam
☎️ Terus call /whatsapp Kami untuk order 🤩
www.wasap.my/60182415525/hanisah
www.wasap.my/60138941442/ika



Favemask
25 May at 19:39 · 🌐

OFF 50% 🤩
Untuk harini , kami baik hati nak buat sales sempena
payday sale dengan off sebanyak 50% !!
Separuh harga kami bagi less tau korang 🤩
Harga asal RM5 , tapi untuk harini , dengan RM2.50 dah
boleh dapatkan di #favemask
Kenapa perlu hrab sekarang ?
✔️ Harga promosi kaw2
✔️ Jimat RM2.50
✔️ Stock Limited
JOM DAPATKAN SEKARANG !!
✈️ Postage : RM5 (SM) , RM8 (SS)
🚗 COD : UiTM Puncak Alam
☎️ Terus call /whatsapp Kami untuk order 🤩
www.wasap.my/60182415525/hanisah
www.wasap.my/60138941442/ika





Favemask

25 May at 19:35 · 🌐

PAYDAY SALE !!

Special for today only !!

Harini kita buat promosi sempena PAYDAY SALE 🥰
Haa dapat gaji tu , jom la berbelanja dengan kami 😊
25 mei sahaja tau . Jangan lepaskan peluang anda 😊

JOM DAPATKAN SEKARANG !!

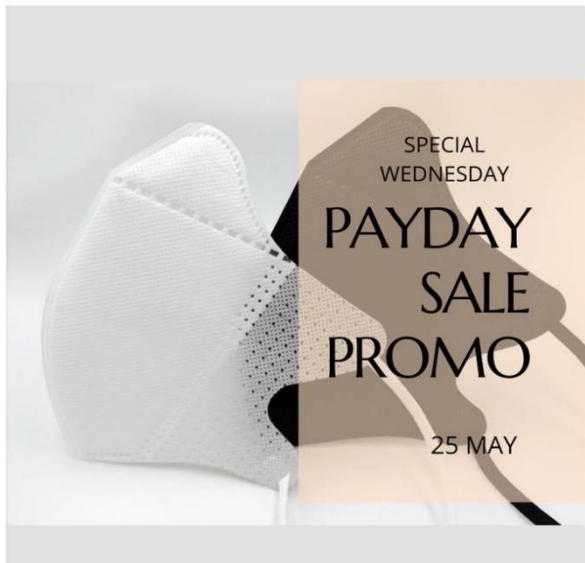
📦 Postage : RM5 (SM) , RM8 (SS)

🚗 COD : UiTM Puncak Alam

☎ Terus call /whatsapp Kami untuk order 🥰

www.wasap.my/60182415525/hanisah

www.wasap.my/60138941442/ika



Favemask

26 May at 23:34 · 🌐

"HAPPY BIRTHDAY TO ME 🥰"

HAPPY 26 MY BIRTHDAY SALE 🎉

For today, kami berbesar hati nak bagi diskaun sebanyak 70% OFF !!

FOR TODAY ONLY TAU DEAR 🥰

JOM DAPATKAN SEKARANG !!

📦 Postage : RM5 (SM) , RM8 (SS)

🚗 COD : UiTM Puncak Alam

☎ Terus call /whatsapp Kami untuk order 🥰

www.wasap.my/60182415525/hanisah

www.wasap.my/60138941442/ika



Favemask

25 May at 19:54 · 🌐

REMINDER !!

Don't be late to grab favemask during sales !!

Tinggal beberapa jam je lagi tau sayang2 semua .

30% OFF for today only !!

JOM DAPATKAN SEKARANG !!

📦 Postage : RM5 (SM) , RM8 (SS)

🚗 COD : UiTM Puncak Alam

☎ Terus call /whatsapp Kami untuk order 🥰

www.wasap.my/60182415525/hanisah

www.wasap.my/60138941442/ika



Favemask

26 May at 23:46 · 🌐

IT IS PROMOTION TIME !!

Nak cari facemask yang murah , berbaloi , selesa dengan muka sendiri sendiri ? Tak perlu susah2 cari kat kedai . order sahaja dengan kami , kami hantar terus ke rumah anda 🥰👉

Untuk harini sempena birthday partner saya 🥰 kami ada buat BIRTHDAY SALE 70% OFF 🥰 potongan harga melebihi separuh harga tau korang ! Peluang untuk semua grab sebab kita buat PROMOSI gilaa2 !

BIRTHDAY SALE tamat malam ni tau korang 🥰 Order sebelum pukul 12 cepat 🥰👉

☎ Terus call /whatsapp Kami untuk order 🥰

www.wasap.my/60182415525/hanisah

www.wasap.my/60138941442/ika





Favemask

7 hrs · 🌐



" GIVE AWAY TIME "

Syarat2 untuk menang Tudung Bawal by Fareha 🙏
Beli 3 pack facemask by #favemask and mention 5 of your friends ! Easy kan gais ? Beli dan Menang 😊

Giveaway ini hanya berlangsung selama 2 hari sahaja 🙏 28 dan 29 Mei 🙏 Terhad untuk 10 orang pemenang sahaja !

Kita akan umum 30 Mei bagi pemenang2 yang bertuah 😊 Jangan lupa join sekarang dan tag your friends oke 🙏

JANGAN LEPASKAN PELUANG ANDA 🙏

Harga untuk 1 Pack hanya RM5 .

📦 Postage : RM5 (SM) , RM8 (SS)

🚗 COD : UiTM Puncak Alam

📞 Terus call /whatsapp Kami untuk order 😊

www.wasap.my/60182415525/hanisah

www.wasap.my/60138941442/ika



Like



Comment



Share



Favemask

7 hrs · 🌐



"SPECIAL GIVE AWAY" 🙏🌟

First of all , Thank u semua untuk 200 followers yang masih setia dengan #favemask ❤️ Kita baik hati nak bagi give away dekat korang yang support kita dari dulu sampai sekarang 🙏

Give away kalini , kita nak bagi tudung by Fareha tau gais 🙏 Cantik ke cantik sangat ? Komen cepat 😊 Tudung Fareha ni keluaran terbaru 🙏 Khas untuk followers kita sahaja 🙏 Jom grab sekarang untuk dapatkan Tudung Fareha secara PERCUMA !

Join us to WIN 🙏🌟

JANGAN LEPASKAN PELUANG ANDA 🙏

Harga untuk 1 Pack hanya RM5 . Murah kan gais 😊

📦 Postage : RM5 (SM) , RM8 (SS)

🚗 COD : UiTM Puncak Alam

📞 Terus call /whatsapp Kami untuk order 😊

www.wasap.my/60182415525/hanisah

www.wasap.my/60138941442/ika



Like



Comment



Share



Favemask

26 May at 23:52 · 🌐



LAST CHANCE 🌈!!

Sedih nya korang 😞 BIRTHDAY SALES 🎉 bakal tamat tak lama lagi 😞 Yang mana belum grab , cepat2 grab 🎉

Alhamdulillah , order masuk bedesupp tau korang sebab promosi gila2 ni 😱 Sampaikan kami tak cukup tangan nak reply wasap satu2 🤪 Semua nak grab time promosi ni 🤪

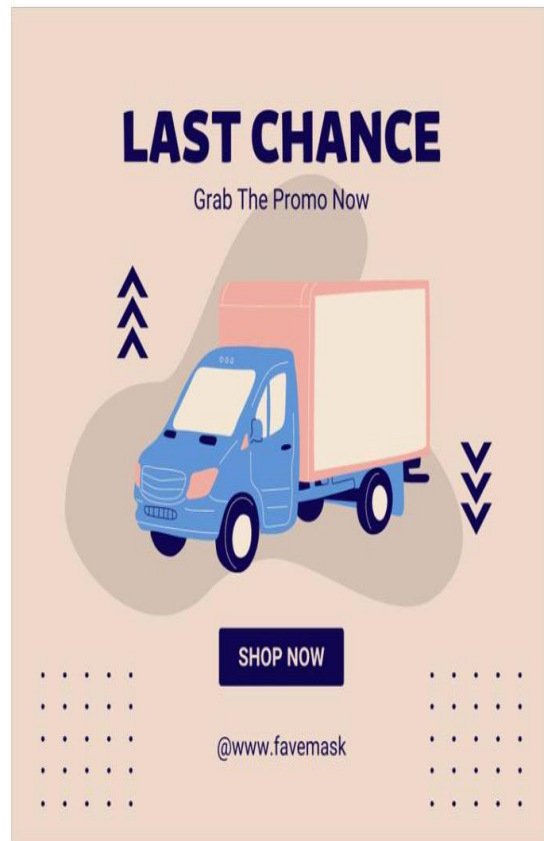
Mana nak cari harga facemask murah nak mati kalau bukan di #favemask 😊 Order harini , kita proceed untuk COD dan POSTAGE esok hari tau 🙏

Tengah buat iklan ni pun chat masuk tak henti2 🤪
Cepat2 grab !!

📞 Terus call /whatsapp Kami untuk order 😊

www.wasap.my/60182415525/hanisah

www.wasap.my/60138941442/ika



Like



Comment



Share

FIGURE 7: Some of the Favemask's hard sell postings

3.5 Facebook (FB) Post - Copywriting (Soft Sell)

In addition, the next post that we have created for our Facebook (FB) post is a soft sell. A soft sell is a marketing and sales strategy that uses gentle language and a non-aggressive attitude. A soft sale, on the other hand, is intended to prevent enraging potential clients and driving them away. Soft selling is a low-pressure, persuasion-based, and delicate sales method that may not result in a sale the first time a product is given, but it does assist to stimulate recurring purchases. (Kenton, 2019).



Favemask

20 May at 22:37 · 🌐

Kami telah menghasilkan koleksi topeng muka harian yang selesa dan bergaya sambil mengekalkan standard keselamatan.

Pakej ini termasuk reka bentuk berbeza KF94 dan topeng muka jenis duckbill

- ✓ KF94 Adult Face Mask
- ✓ Duckbill Adult Face Mask
- ✓ 4 Layer Medical Face Mask
- ✓ MDA & KKM approved
- ✓ High Breathability
- ✓ Comfortable earloop
- ✓ Ultra-soft Mask – Premium Fabric
- ✓ BFE >98%, PFE >98%

Any information, u can go to 📌

<https://www.facebook.com/Amigos.2521>

...

On the Market

WHITE (AVAILABLE)
BLACK (AVAILABLE)

Call us today :
0182415524
(whatsapp)!

WWW.FAVEMASK.COM

Favemask

Health/Beauty

WhatsApp

WhatsApp





Favemask

20 May at 23:13 · 🌐

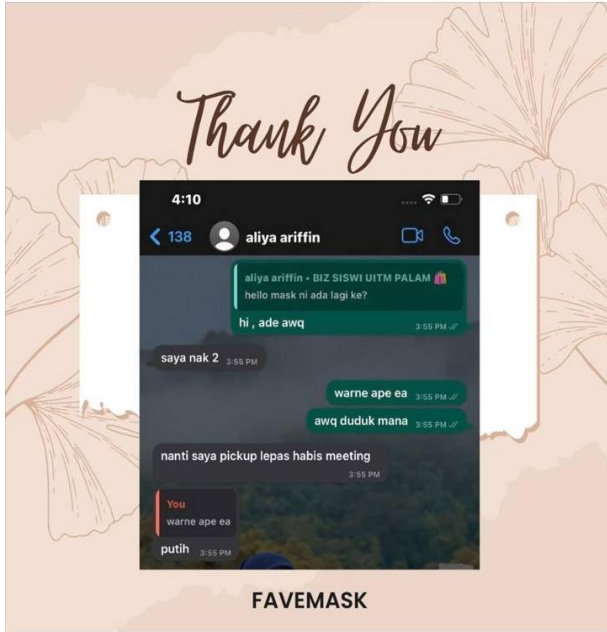


" Dear our beloved customer. Your order really made our business grow. So, thanks for that. We really appreciate you shopping with us "

"Grab yours now" 🥰

Any information, u can go to 📌

<https://www.facebook.com/Amigos.2521>



FAVEMASK



Favemask

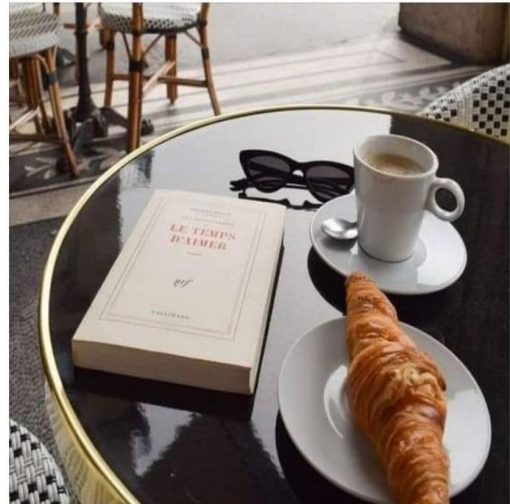
21 May at 21:11 · 🌐



Iced Latte, anda dan hujung minggu - apa lagi yang boleh kami minta? Oh ya, anda juga harus kekal #fashionablysafewithfavemask 🥰❤️ selamat mencuba, loves!

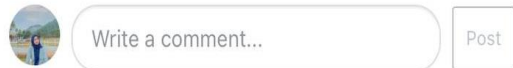
Any information, u can go to 📌

<https://www.facebook.com/Amigos.2521>



Like Comment Share

You, Era Faziana and 8 others



Favemask

21 May at 20:54 · 🌐



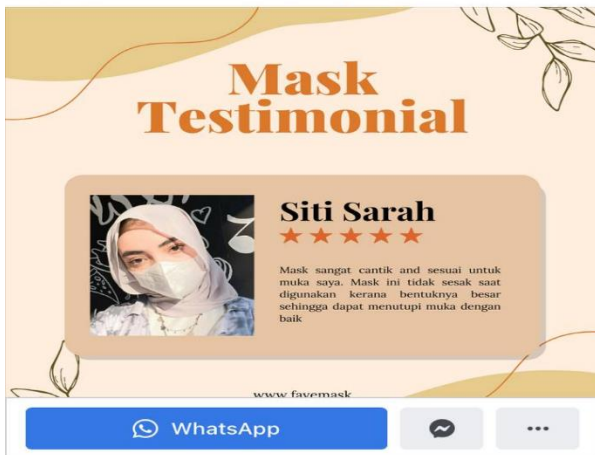
FRESH TESTIMONI FROM OUR CUSTOMER !!

Haa tengokla korang testimoni salah seorang customer kami. berbunga bila baca 🥰

Hey you !! Thanks for choosing favemask. It really makes our day shine and bright. And thank you for rate 5 stars too. You are the most valued customer for us 🥰

Any information, u can go to 📌

<https://www.facebook.com/Amigos.2521>



www.favemask



Favemask

23 May at 02:42 · 🌐



Alhamdulillah ...

Setakat ni, customer2 kita semua berpuas hati dengan produk favemask. Sebab ape ?? Haa baca sendiri apa kata nabil noriman 🥰

Any information, u can go to 📌

<https://www.facebook.com/Amigos.2521>



www.favemask

Like Comment Share

Favemask
24 May at 09:11 · 🌐

Selamat Pagi

Awali pagi dengan sesuatu yang baik-baik, salah satunya dengan tersenyum. Tersenyum di pagi hari akan membuat suasana hati menjadi lebih baik, sehingga harimu nantinya juga akan berjalan dengan baik pula.

Semoga hari ini kita senantiasa diberikan perlindungan, kesehatan, kebahagiaan, dan rezeki yang berlimpah

Any information, u can go to 📌
<https://www.facebook.com/Amigos.2521>

#fashionablysafewithfavemask #favemask #kitajagakita



Favemask
24 May at 09:18 · 🌐

This or That ?

Hello ! Kedai kami ada dua pilihan warna yang menarik . Black or White yang menjadi pilihan hati awak? Kalau saya , saya pilih awak 😊

Any information, u can go to 📌
<https://www.facebook.com/Amigos.2521>



👍 Like 💬 Comment ➦ Share

Favemask
24 May at 09:47 · 🌐

New Arrival !!

Sebelum ni kita hanya ada dua pilihan je . Tapi untuk harini, TIDAK . Kami bawa masuk mask duckbill warna blueblack 😊 Cantik tak gais ? Sukanya dengan warna ni sebab buatkan tampilan kita lebih sesuai untuk warna kulit masing-masing .

Tampil bergaya dengan maskduckbill 😊 ?

Any information, u can go to 📌
<https://www.facebook.com/Amigos.2521>

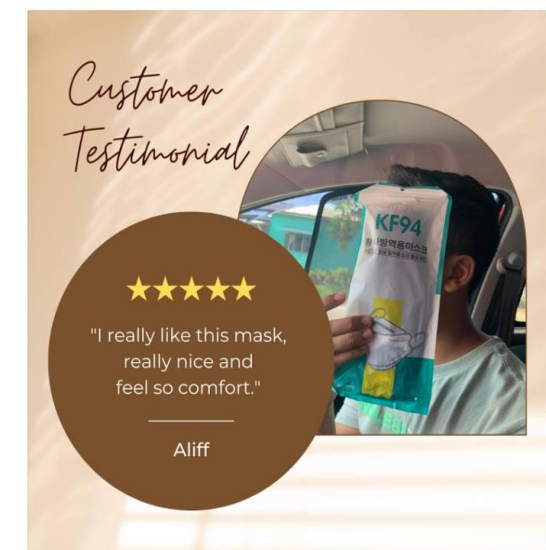


Favemask
25 May at 19:43 · 🌐

FRESH FEEDBACK FROM CUSTOMER 😊

Aliff sudah , Anda bila lagi ??? Aliff pun dah jatuh cinta dengan favemask tau. Dengan dua perkataan "bagus" dan "selesa". Tunggu apa lagi ? Jom grab sekarang 😊

Any information, u can go to 📌
<https://www.facebook.com/Amigos.2521>



👍 Like 💬 Comment ➦ Share



Favemask

25 May at 19:51 · 🌐



Thank you for your purchase and support our business. I hope you enjoy your purchase. And thank you for your feedback and give 5 stars.

Don't forget to repeat for the next order ye pretty 😊



Like



Comment



Share



Favemask

27 May at 15:53 · 🌐



Selamat Petang 🌈🌟

Dah makan ke belum tu 🍴 Korang , kita nak tunjuk sikit jenis mask yang kita jual ni ha 😊 "MASK DUCKBILL"

Kenapa perlu pulih mask duckbill ? Elok sangat ke mask duckbill di #favemask ?

- ✅ Current Style
- ✅ Health mask today with layers that can withstand bacteria and viruses
- ✅ Safe and sterile mask
- ✅ Duckbill masks are very comfortable and fit in the face

Haa tunggu apa lagi ? Jom grab sekarang dengan kami 😊 Item readystock 😊

Any information, u can go to 📍

<https://www.facebook.com/Amigos.2521>



Favemask

27 May at 00:02 · 🌐



"AMALKAN NORMA BAHARU ELAKKAN 3S" 😊

Hai korang ! Kami nak share sikit ape itu 3S yang patut korang elakkan musim covid-19 sekarang ni 😊

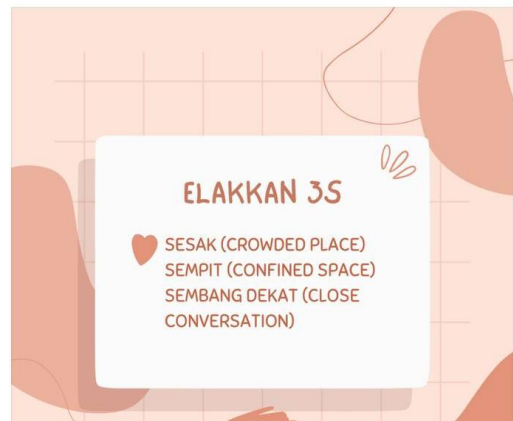
- SESAK
- SEMPIT
- SEMBANG DEKAT

Amalkan pemakaian facemask jika berada diluar rumah tau untuk elakkan virus masuk dalam badan kita 😊
Kat mana nak beli 😊

Haa , korang boleh dapatkan di #favemask 😊 Mask penting tau korang 😊 Yang penting produk kami lulus sirim ✅

Any information, u can go to 📍

<https://www.facebook.com/Amigos.2521>



Favemask

27 May at 00:08 · 🌐



KEEP YOUR DISTANCE AND STAY SAFE 🌈😊

Tanpa kita sedari , kita mungkin terdedah kepada COVID-19 🦠 Pastikan jaga jarak fizikal dan yang paling penting , pakai pelitup muka 😊 Pelitup muka yang sesuai sangat penting juga tau 🍷

#favemask menyediakan 2 jenis pelitup muka (duckbill) dan (KF94) dengan harga yang sangat murah 😊
Tunggu apa lagi ? Jom order sekarang 🌟

Any information, u can go to 📍

<https://www.facebook.com/Amigos.2521>



Favemask
1 hr · 🌐

Stay Safe Everyone 🌟❤️
Sedikit info about symptoms of covid-19 🤔

FEVER !
COUGH !
TIREDNES !
LOSS OF TASTE OR SMELL !

If anyone ada rasa yang sama di atas , boleh dapatkan rawatan di mana2 hospital berdekatan 🙌 Jangan lupa cuci tangan selalu dan pakai mask yang sesuai ! Jom dapatakan #favemask dengan kami 😊 Order harini , kita proceed postage besok 🙏

Any information, u can go to 📍
<https://www.facebook.com/Amigos.2521>



Favemask
2 hrs · 🌐

Selamat Petang 🌈🌟

Today I want to share mask wearing tips 🙏

- ✔️ Wear when you leave home
- ✔️ Covers your nose and mouth
- ✔️ Be sure that you can breathe throught it
- ✔️ Continue practising social distancing
- ✔️ Wash your hand after removing mask

Your family and your home are what make you feel good about life 🌟 Don't forget to wear facemask 🙏 You can by at #favemask 😊 Click order now 🙌

Any information, u can go to 📍
<https://www.facebook.com/Amigos.2521>



Favemask
27 May at 15:54 · 🌐

Waitttt ! Stop kejap scroll tuu 🤔 Kita nk kenalkan korang dengan "MASK KF94"

- ✔️ Non Woven
- ✔️ Premium KF94 Mask (Easy Breathing)
- ✔️ KF94 approved , FDA Registered
- ✔️ Great safety with 4 layer protecting (high quality MB filter)
- ✔️ Anti-trouble skin and easy breathing

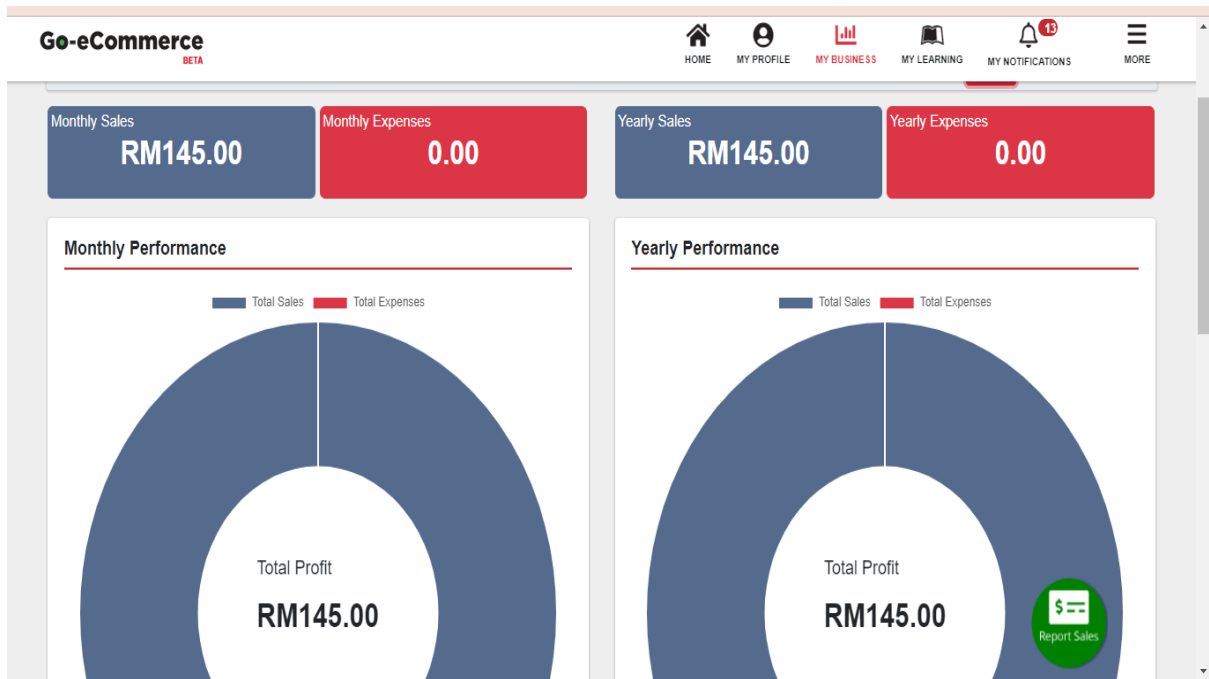
Cepat2 order dengan kami sementara stock masih ada 🙏🌟

Any information, u can go to 📍
<https://www.facebook.com/Amigos.2521>



Figure 8: Some of the Favemask’s soft sell postings

4.0 SALES REPORT



The dashboard shows a 'TRANSACTION LIST' for 'Favemask'. It includes a 'Delete' button and a table with columns for Business Name, Date, Type, Marketplace, Others Marketplace, Total Sales, and Expenses. The table contains 8 rows of transaction data.

Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales	Expenses
Favemask	30/04/2022	online	Social Media		RM 25.00	
Favemask	02/05/2022	offline			RM 5.00	
Favemask	05/05/2022	online	Social Media		RM 15.00	
Favemask	07/05/2022	offline			RM 5.00	
Favemask	08/05/2022	offline			RM 10.00	
Favemask	13/05/2022	offline			RM 5.00	
Favemask	19/05/2022	online	Social Media		RM 30.00	
Favemask	24/05/2022	offline			RM 10.00	

At the bottom right of the page, there is a pagination indicator: '1 to 12 of 12 | < < Page 1 of 1 > >'.

TRANSACTION LIST

Delete

<input type="checkbox"/>	Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales	Expes
<input type="checkbox"/>	Favemask	23/04/2022	offline			RM 5.00	
<input type="checkbox"/>	Favemask	26/04/2022	offline			RM 10.00	
<input type="checkbox"/>	Favemask	27/04/2022	offline			RM 5.00	
<input type="checkbox"/>	Favemask	30/04/2022	online	Social Media		RM 25.00	
<input type="checkbox"/>	Favemask	02/05/2022	offline			RM 5.00	
<input type="checkbox"/>	Favemask	05/05/2022	online	Social Media		RM 15.00	
<input type="checkbox"/>	Favemask	07/05/2022	offline			RM 5.00	
<input type="checkbox"/>	Favemask	08/05/2022	offline			RM 10.00	

TRANSACTION LIST

Delete

<input type="checkbox"/>	Business Name	Date	Type	Marketplace (if any)	Others Marketplace (if any)	Total Sales	Expes
<input type="checkbox"/>	Favemask	02/05/2022	offline			RM 5.00	
<input type="checkbox"/>	Favemask	05/05/2022	online	Social Media		RM 15.00	
<input type="checkbox"/>	Favemask	07/05/2022	offline			RM 5.00	
<input type="checkbox"/>	Favemask	08/05/2022	offline			RM 10.00	
<input type="checkbox"/>	Favemask	13/05/2022	offline			RM 5.00	
<input type="checkbox"/>	Favemask	19/05/2022	online	Social Media		RM 30.00	
<input type="checkbox"/>	Favemask	24/05/2022	offline			RM 10.00	
<input type="checkbox"/>	Favemask	25/05/2022	offline			RM 20.00	

5.0 CONCLUSION

In conclusion, Favemask is a business that sells two kinds of facemask which are Duckbill facemask and KF94 facemask by YY Unique Malaysia online by creating a Favemask's Facebook page. We may conclude that by conducting our business through a Facebook page, we can promote and market our products and services, as well as raise awareness about the products we are selling among Facebook users. Furthermore, this kind of platform helps us to share the most recent information about our business's activities or events.

Furthermore, overall, this assignment has demonstrated that Facebook or any other social media is a crucial platform for everyone who wants to begin conducting business marketing. Based on our social media portfolio, we have discovered that social media assists online businesses in connecting with customers, increasing product or service awareness, and increasing business profits. Apart from that, we also have learned that to have a good online business in social media is that we are being able to create a good posting that consists of a teaser post, hard sell post, and soft sell post by not simply writing the caption but with a good copywriting skill to attract customers.

In our opinion, an online business can be a beneficial tool for new businesses to manage their operations. It allowed us to gain experience running a business even though we do not have a physical location. Also, we hope the skills we acquire by conducting a business through Facebook page, will help us to expand and conduct our business through other available social media as well as improve our marketing strategy.

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