

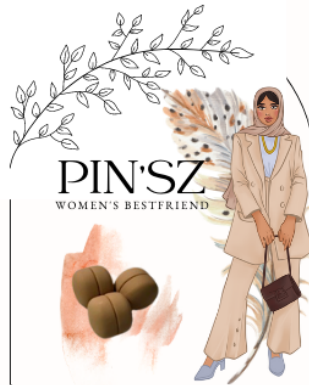


اُونِيْوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT  
CAMPUS PUNCAK ALAM**

**BA243 - BACHELOR OF BUSINESS ADMINISTRATION (Hons.)  
HUMAN RESOURCES MANAGEMENT**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530U)  
GROUP ASSIGNMENT - SOCIAL MEDIA PORTFOLIO**



**PREPARED BY:**

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**PREPARED FOR:**  
MISS NUR NAJJAH BINTI ABD RAHIM

**SUBMISSION DATE:**  
15 JULY 2022

## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

First and foremost, we would like to express our deepest gratitude and appreciation to Allah S.W.T for giving us the strength and the will to do this assignment. With His wills, each one of us managed to complete our part for this assignment. We realise that even with the accurate planning and a lot of outsource help, we still will never be able to finish this assignment if He said so. Alhamdulillah, thank you Allah for making this path easy for us and getting us to the end of this assignment.

Secondly, we would like to show our deepest appreciation to our lecturer, Miss Nur Najjah Binti Abd Rahim for always guiding us on finishing this ENT530 pair assignment. With her guidance and patience, we manage to see the instructions for this assignment clearer and better. Without your help and guidance, we will be truly clueless and unable to finish this assignment. We also would like to thank her for teaching us this subject with so much fun and passion. With the knowledge given, we manage to learn more about selling through social media which definitely can be used to look for a side income purpose.

Last but not least, we would like to appreciate each one of us. With great teamwork to make this pair assignment, we manage to distribute each part of the assignment and finish it on time before doing the compilation. We also manage to discuss and do the planning for our business social media report smoothly and accurately. Despite all of the other assignments that we have from another subject, we both still manage to finish this Social Media Report within the time given.



## **EXECUTIVE SUMMARY**

Pin'SZ is a partnership business owned by Nurizzati Binti Azar Firdaus and Syaza Binti Soaib. Before we start the business, we register with Suruhanjaya Syarikat Malaysia (SSM), Go-Ecommerce and MyENT certificate. Without this registration, our business would be categorised as non-legal business, so it is very important, especially for those who want to start a business. We use social media platforms, like Facebook, to promote our information so that everyone is aware of Pin'SZ's business. The exact day that we introduce our business on Facebook by publishing the teaser post is 8th June 2022.

This business sells 'petite' but strong magnetic pins that go well with trendy accessories. Our magnetic pins are available in a variety of colours, shapes, and sizes. From basic shapes to flower designs that will capture the attention and heart of our customers. Additionally, magnetic pins also can be fashionable and enhance a person's appearance while they are wearing a hijab. Our magnetic pins are not expensive and are affordable to everyone. We put two pins for RM10 and let them choose the designs and colours. In general, our target market consists of women, teenagers, or people looking for a gift for a loved one or a self-reward for themselves. It truly depends on their preferences and purposes.

We are also focusing on women's issues concerning their precious hijabs. The most common issues that a woman faces are when her hijab is not really secure in its place, their hijabs are ruined by normal needle pins as they leave a hole when you constantly poke it at the same place leaving a huge and thorn hijab, and it is difficult to find a suitable pin to match with their outfit. Therefore, it is our primary reason why we want to introduce this business to the precious ladies out there because we want to help women in these types of dilemmas and possibly solve it. We are sure that our business is well known by everyone and the demand of our product increases day by day.

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# 1. CONTENT

## 1.1. Go-Ecommerce Registration

PERSONAL PROFILE

BUSINESS PROFILE



NURIZZATI BINTI AZAR FIRDAUS

Personal Information

Name	:	NURIZZATI BINTI AZAR FIRDAUS	Phone/Mobile	:		<a href="#">Edit</a>
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				

Add New

Institution Information

UTM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Selangor	Name of Institution	:	UTM Puncak Alam	
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor				
Level of Study	:	Bachelor Degree	Study Status	:	Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	:	ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22	Class Name	:	ENT530U	
Subject Name	:	ENT530 - PRINCIPLES OF ENTREPRENEURSHIP	Year Enrolling the subject	:	2022	
Month Enrolling the Subject	:	5	Lecturer Name	:	Nur Najah binti Abd Rahim	
Internship Enrollment	:	No	Year Of Internship Enrollment	:		
Month of Internship Enrollment	:		Period of Internship Training	:		
Expected Year To Complete Study	:	2023	Expected Month To Complete Study	:	7	
Related To Study Field	:	Yes				

PERSONAL PROFILE

BUSINESS PROFILE



SYAZA BINTI SOAIB

Personal Information

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

Add New

Institution Information

UTM Puncak Alam - ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22

Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	
State of Institution	:	Selangor	Name of Institution	:	UTM Puncak Alam	
Address of Institution	:	Universiti Teknologi MARA Cawangan Selangor Kampus Puncak Alam, 42300 Bandar Puncak Alam, Selangor, .	City	:	Puncak Alam	
			Postcode	:	42300	
District of Institution	:	Kuala Selangor				
Level of Study	:	Bachelor Degree	Study Status	:	Full time	<a href="#">Edit</a> <a href="#">Delete</a>
Course Name	:	ENT530 : PRINCIPLES OF ENTREPRENEURSHIP (ENT530U) - MAC22	Class Name	:	ENT530U	
Subject Name	:	ENT530 - PRINCIPLES OF ENTREPRENEURSHIP	Year Enrolling the subject	:	2022	
Month Enrolling the Subject	:	3	Lecturer Name	:	Nur Najah binti Abd Rahim	
Internship Enrollment	:	No	Year Of Internship Enrollment	:		
Month of Internship Enrollment	:		Period of Internship Training	:		
Expected Year To Complete Study	:	2023	Expected Month To Complete Study	:	7	
Related To Study Field	:	Yes				

Figure 1: Ecommerce Profile for both Partners

## 1.2. MyENT Certificate

	<b>Akademi</b> Pembangunan PKS dan Keusahawanan Malaysia (MASMED)
<b>MASMED YOUNG ENTREPRENEUR (MyENT)</b>	
<b>SLIP PENDAFTARAN PERNIAGAAN PELAJAR UiTM</b>	
No. Pelajar	: 2020448856
Nama	: NURIZZATI BINTI AZAR FIRDAUS
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN SUMBER MANUSIA
Fakulti	: Faculty of Business & Management
Kampus	: Selangor
<b>MAKLUMAT PERNIAGAAN</b>	
Mod Perniagaan	: Hybrid
Bidang Perniagaan yg diceburi	: Aksesori Dan Bekalan Jahitan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: <a href="https://www.facebook.com/PinszbyAZ">https://www.facebook.com/PinszbyAZ</a>
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 22 May 2022
Tarikh Kemaskini	: 11 Jul 2022
Tarikh Cetak	: 11 Jul 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>	
<b>SALINAN PENDAFTARAN INI DIPERAKUI OLEH</b>	
<b>PENOLONG NAIB CANSOLOR KEUSAHAWANAN UiTM</b>	
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	: 2020608626
Nama	: SYAZA BINTI SOAIB
Program Pengajian	: SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGURUSAN SUMBER MANUSIA
Fakulti	: Faculty of Business & Management
Kampus	: Selangor

### MAKLUMAT PERNIAGAAN

Mod Perniagaan	: Hybrid
Bidang Perniagaan yg diceburi	: Aksesori Dan Bekalan Jahitan
Tempoh Berniaga	:
No. Pendaftaran Perniagaan	:
URL Perniagaan	: <a href="https://www.facebook.com/PinszbyAZ">https://www.facebook.com/PinszbyAZ</a>
Alamat Premis Perniagaan	:
Tarikh Mendaftar	: 22 May 2022
Tarikh Kemaskini	: 11 Jul 2022
Tarikh Cetak	: 11 Jul 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 CANSELOR KEUSAHAWANAN UiTM**

Malaysian Academy of SME & Entrepreneurship Development (MASMED)

Figure 2: MyENT Certificate for both Partners

### 1.3. SSM Registration

Welcome NURIZZATI BINTI AZAR FIRDAUS in 4 | Logout

**ezbiz ONLINE**

Home My Business Services My Payment History Other Services User Profile

July 15, 2022 21 : 35: 04

Ezbiz Online merupakan platform yang disediakan oleh Suruhanjaya Syarikat Malaysia bagi melaks

**EzBiz**

Draft **In Process** Query Approved/Reject Cancel/Discard Incentive

Ref. No	Business Name	Status	Update Date	Action
EB-A2022061400523	PIN SZ	In Process	12/07/2022 04:45:19 PM	

Showing 1 to 1 of 1

« < 1 > »

Figure 3: SSM Registration



## 2. INTRODUCTION OF BUSINESS

### 2.1. Name and address of business



*Figure 4: Business Logo*

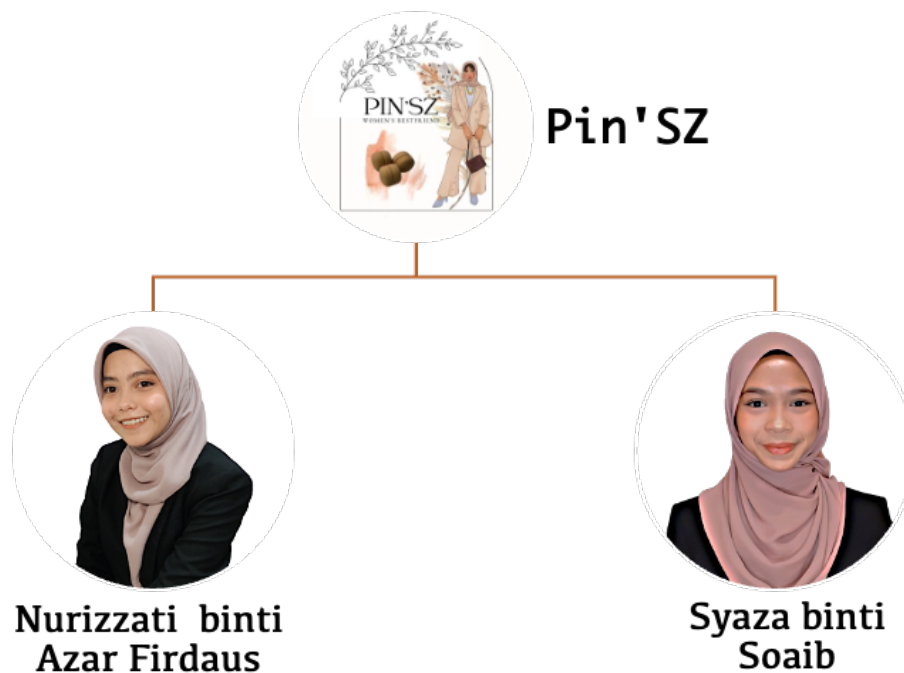
This is our business logo, and we agreed to keep it simple and aesthetic by using the nude colour for our theme. Since it appears to be a natural and soft colour for everyone. Furthermore, the lady's figure represents who we chose to attract and focus our target market on, such as women, teenage girls, and others. People can easily recognize our nature of business from our logo because we include a picture of a magnetic pin beside the lady's figure to enhance the combination of our logo.

Then, we named it Pin'SZ because women always pronounce pins in their daily life. For example, if a woman does not have a pin, she will borrow one from others to ensure that her hijab is easy to style. Fun fact: A lady might have bought more than 10 pins, but some might still be missing. As a result, we chose "Women's Best Friend" as our trademark because a pin keeps a hijab in place all day and has always been a loyal companion when in love and in pain. Last but not least, as a shortened version of our names like Syaza and Zati, we added the SZ alphabet to make our products stand out.

Name of Business	Pin'SZ
Business Address	
Business Email	pinszbyaz@gmail.com
Facebook Page	<a href="https://www.facebook.com/PinszbyAZ">https://www.facebook.com/PinszbyAZ</a>
Form of Business	Partnership
Nature of Business	Magnetic Pins
Date of Commencement	8th June 2022
Name of Bank	Maybank Berhad
Bank Account Number	

*Table 1: Business information*

## 2.2. Organisational chart








*Figure 5: Pin'SZ organisational chart*

### 2.3. Mission and vision

<u>Mission</u>	<u>Vision</u>
To inspire and reach the optimism of happiness for women's, teenagers, and others by offering the 'petite' but sturdy magnetic pins in order to solve their most common issues with hijab.	To be one of Malaysia's top brands in supplying high quality, fashionable, and modest creations of hijab accessories spreading globally through its strong online presence.

### 2.4. Descriptions of products / services & Price list

PRODUCT NAME	DESCRIPTION & PRICE
<b>Truly Nude</b> 	<ul style="list-style-type: none"> <li>➤ Nude brown in circle</li> <li>➤ Named after the go-to colour that all women must have, and it defined aesthetics in you sense of fashion</li> <li>➤ 2 pair for RM10.00 (can mixed)</li> </ul>
<b>Midnight</b> 	<ul style="list-style-type: none"> <li>➤ Black colour in square</li> <li>➤ Named after the dark but yet beautiful night-time.</li> <li>➤ 2 pair for RM10.00 (can mixed)</li> </ul>
<b>Snowy</b> 	<ul style="list-style-type: none"> <li>➤ White colour in square shape</li> <li>➤ Named after the pureness colour which indicates snow.</li> <li>➤ 2 pair for RM10.00 (can mixed)</li> </ul>
<b>Majestic</b> 	<ul style="list-style-type: none"> <li>➤ Mauve purple colour in circle</li> <li>➤ Named after the most classic and traditional colour that have or show an impressive beauty or scale.</li> <li>➤ 2 pair for RM10.00 (can mixed)</li> </ul>

<b>White Roses</b> 	<ul style="list-style-type: none"> <li>➤ White circle with roses design</li> <li>➤ Named after it symbolises loyalty, purity, and innocence.</li> <li>➤ 2 pair for RM10.00 (can mixed)</li> </ul>
<b>Mysterious</b> 	<ul style="list-style-type: none"> <li>➤ Black colour with roses design</li> <li>➤ Named after the meaning of black roses which is not known about or understood</li> <li>➤ 2 pair for RM10.00 (can mixed)</li> </ul>
<b>Jasmine</b> 	<ul style="list-style-type: none"> <li>➤ White flowery design</li> <li>➤ Named after the mimic design which inspired by the true Jasmine flower, its white colour, and 6 petals</li> <li>➤ 2 pair for RM10.00 (can mixed)</li> </ul>
<b>Periwinkle</b> 	<ul style="list-style-type: none"> <li>➤ Black flowery design</li> <li>➤ Named after the inspiration of the true Periwinkle flower that has 5 petals</li> <li>➤ 2 pair for RM10.00 (can mixed)</li> </ul>

*Table 2 : Product information and price*

### 3. FACEBOOK (FB)

#### 3.1. Creating Facebook (FB) page

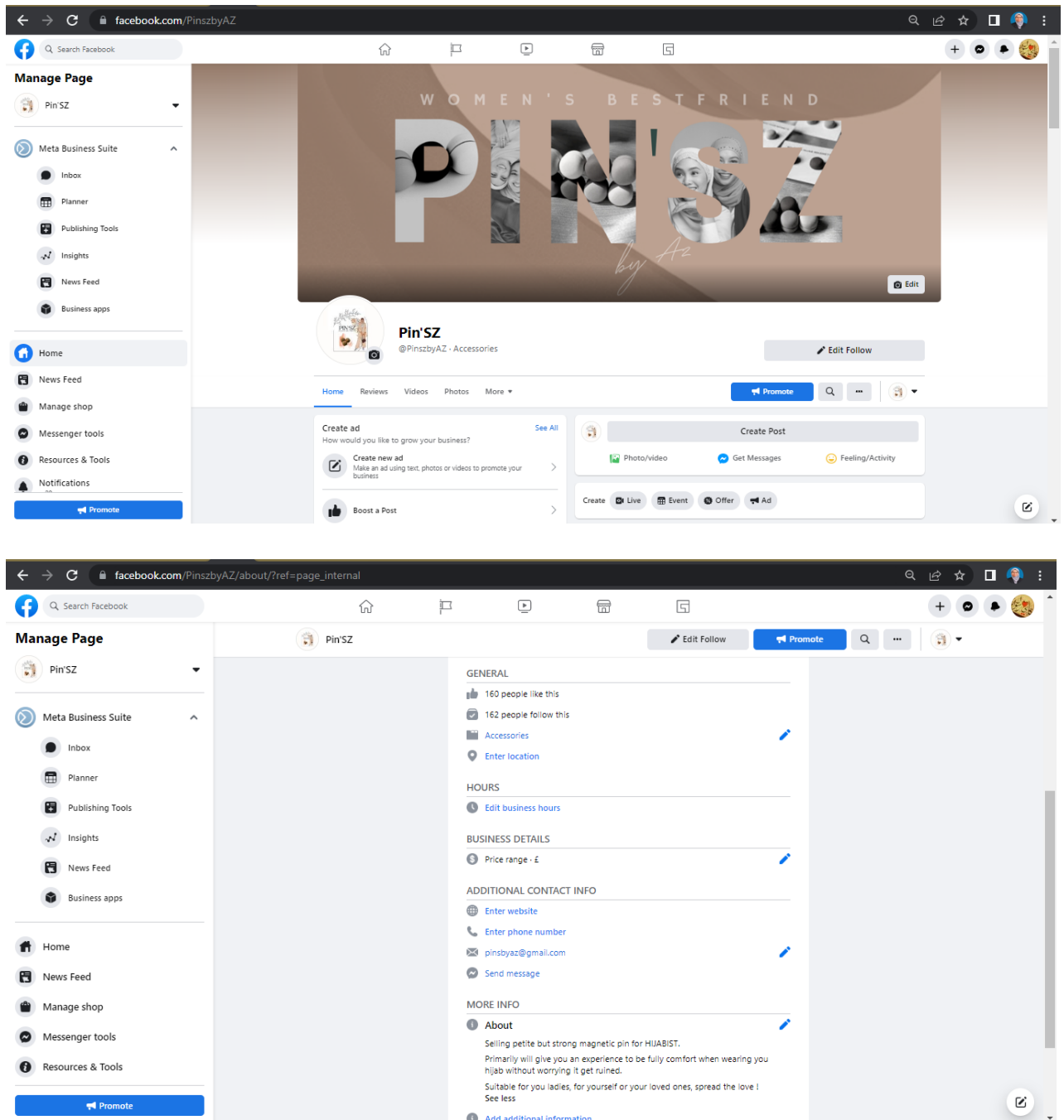


Figure 6 : Pin'SZ Facebook page

### 3.2. Customising URL Facebook (FB) page

→ (<https://www.facebook.com/PinszbyAZ>)

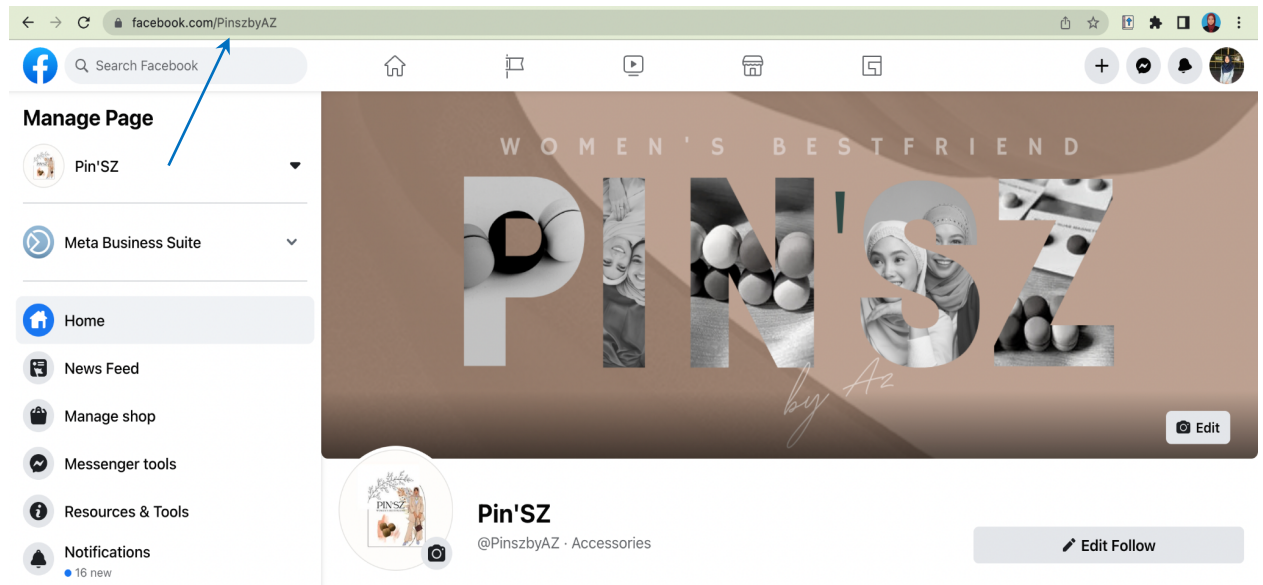


Figure 7: Pin'SZ URL for Facebook page

### 3.3. Facebook (FB) post – Teaser

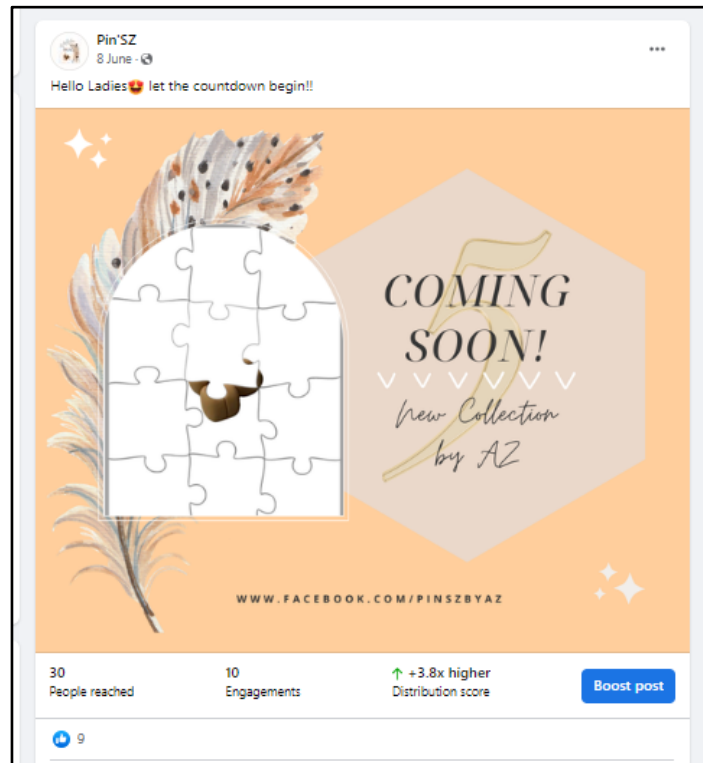


Figure 8: Teaser 1

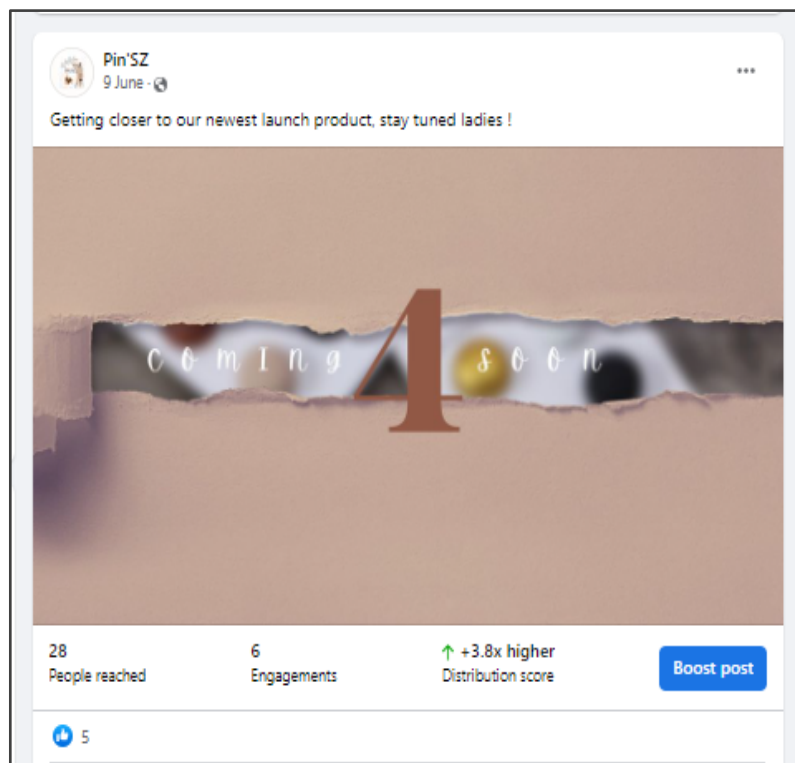


Figure 9: Teaser 2

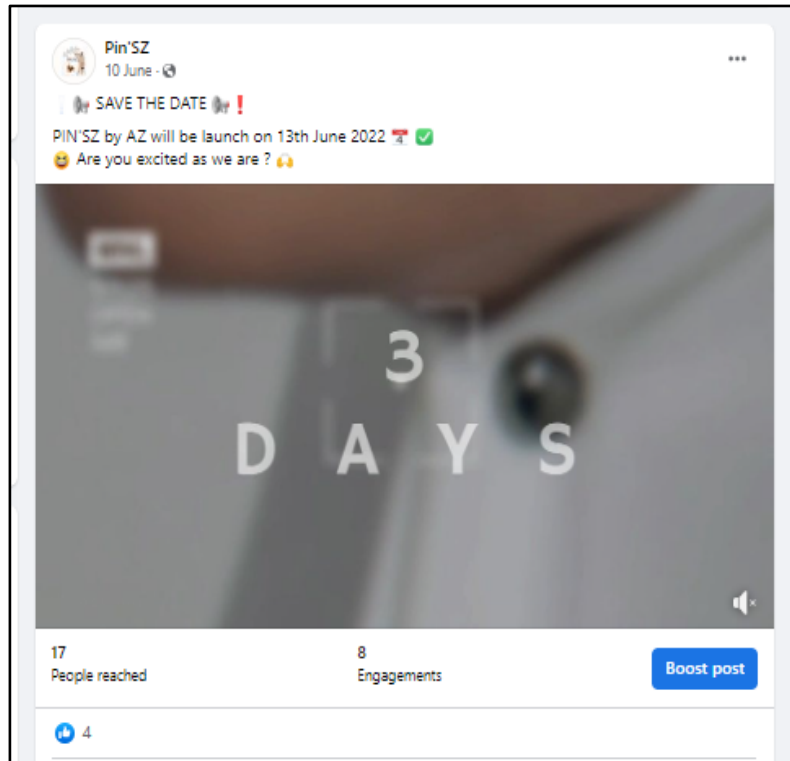


Figure 10: Teaser 3

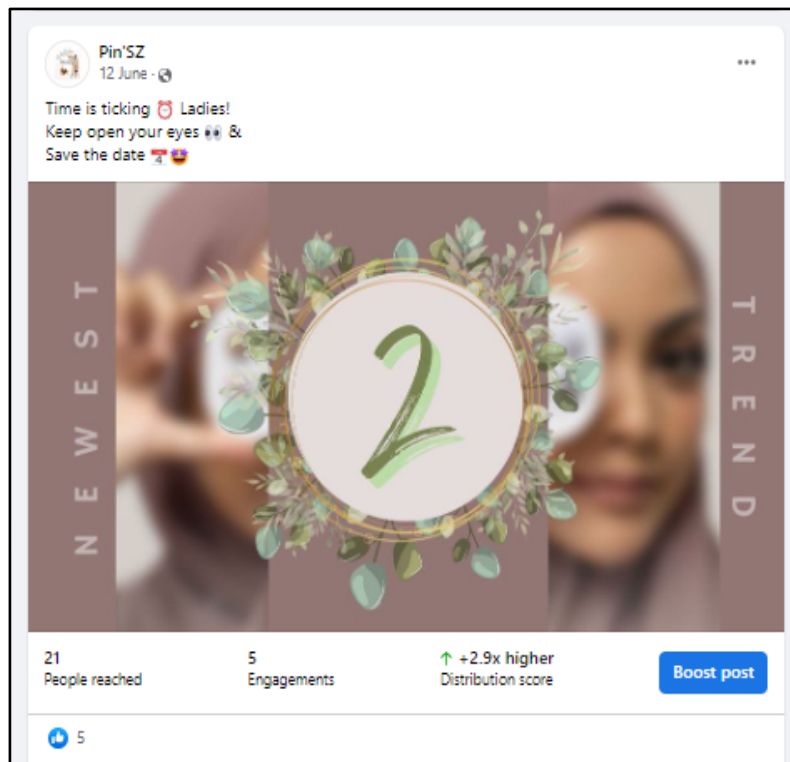


Figure 11: Teaser 4



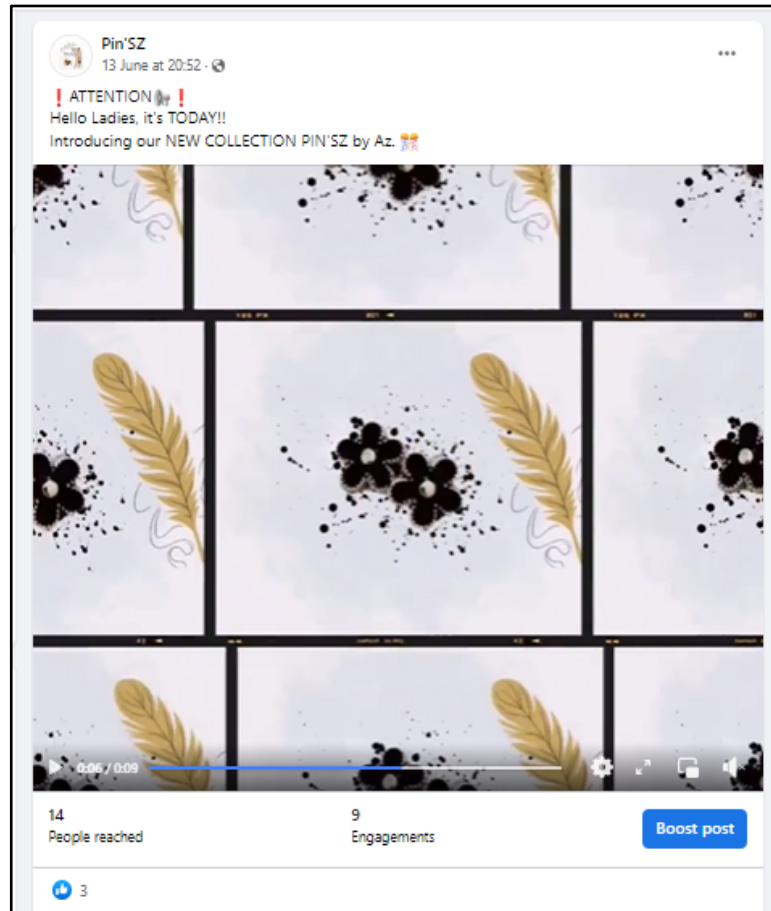


Figure 12: Teaser 5

### 3.4. Facebook (FB) post – Copywriting (Hard Sell)

**Attention, Interest, Desire, Conviction, Action**

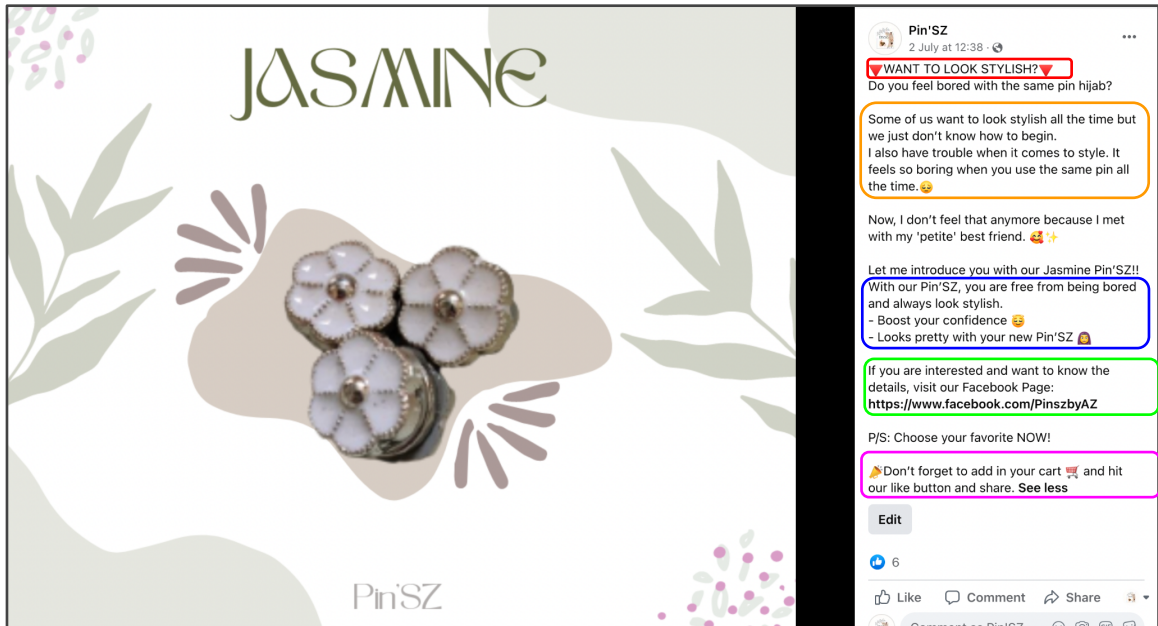


Figure 13: Hard Sell 1

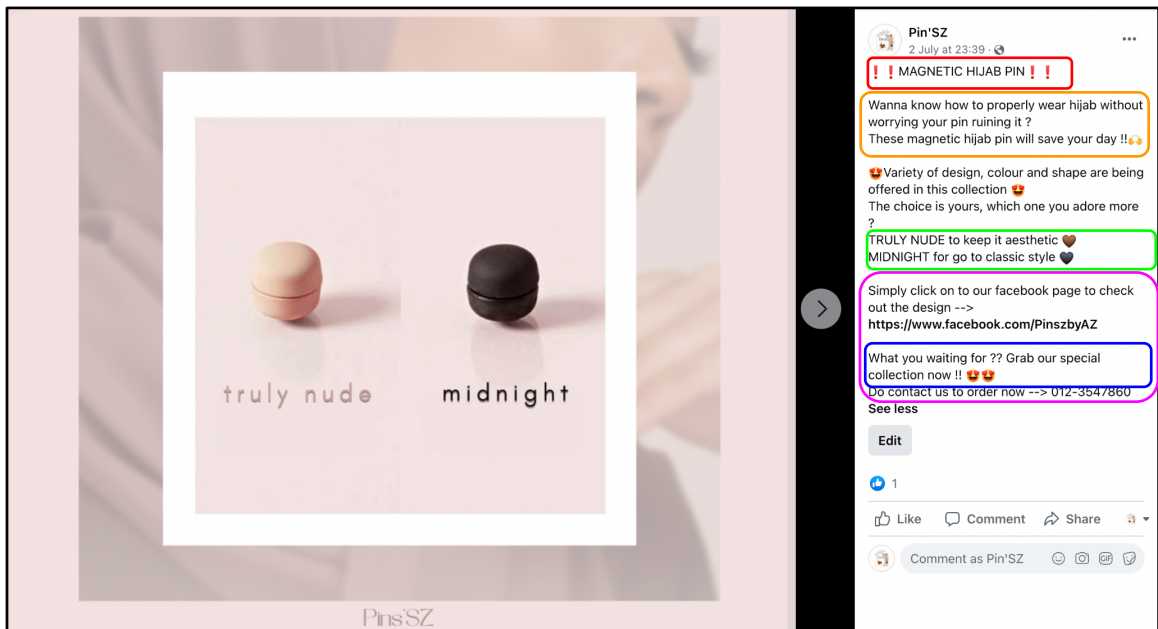


Figure 14: Hard Sell 2

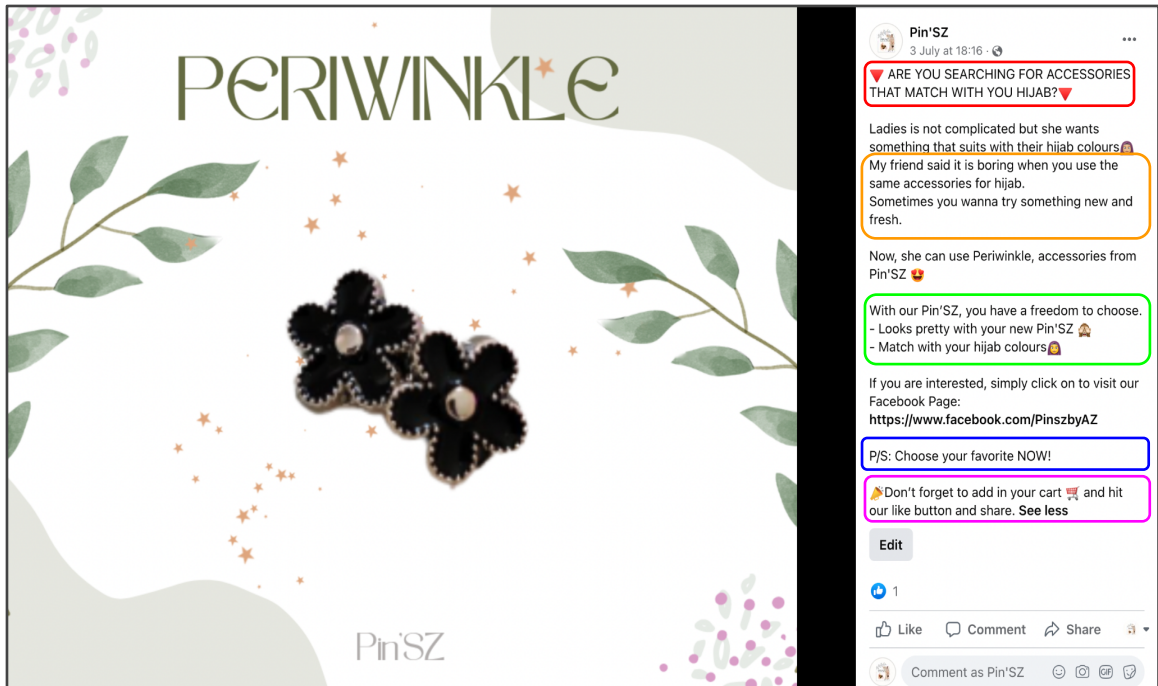


Figure 15: Hard Sell 3

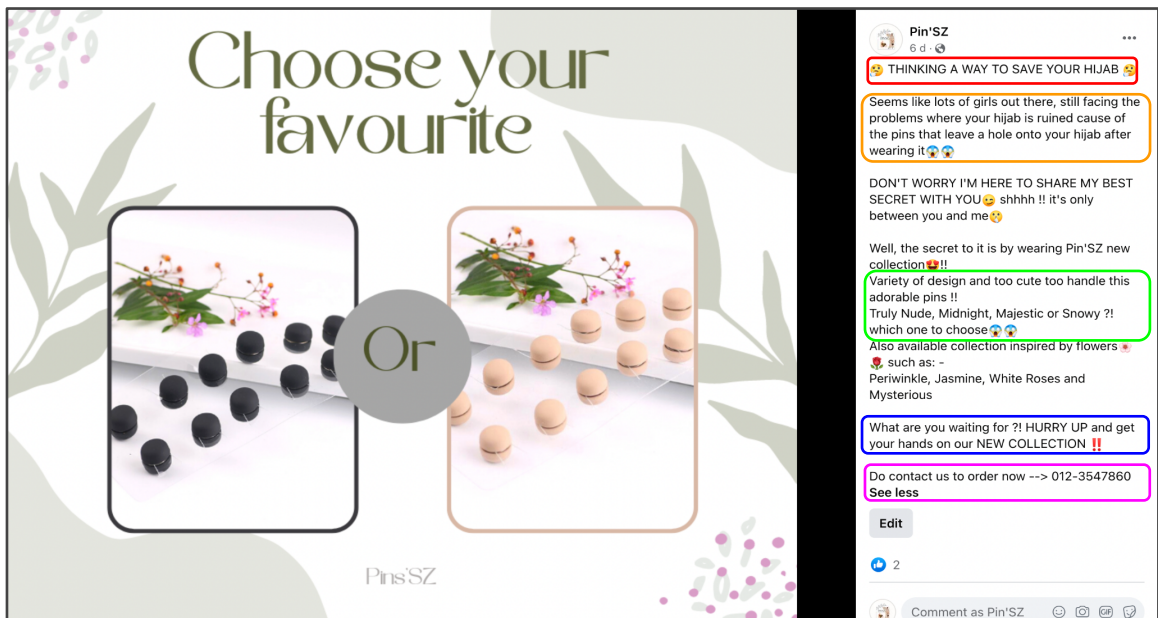


Figure 16: Hard Sell 4



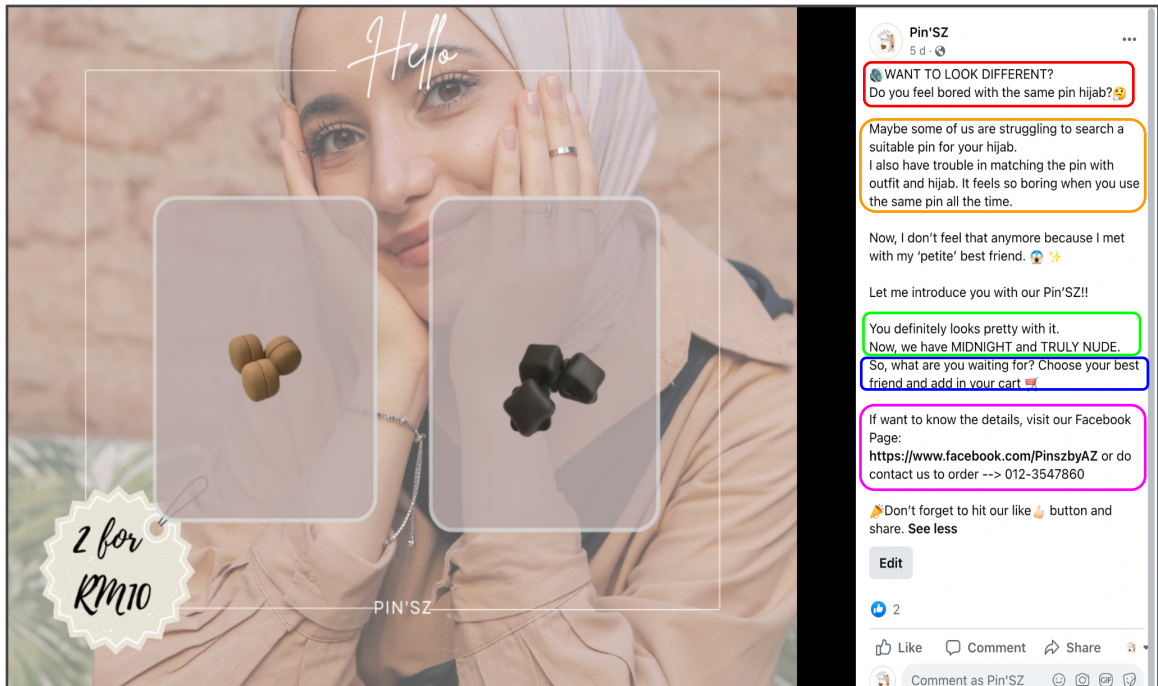


Figure 17: Hard Sell 5



Figure 18: Hard Sell 6




Figure 19: Hard Sell 7



Figure 20: Hard Sell 8





WOMEN'S BEST FRIEND.

Snowy

Shop Now at  
<https://www.facebook.com/PinszbyAZ>

**Pin'SZ**  
 2 d · 🌐

**AFFORDABLE 🌱 + STRONG 🧲 + BEAUTIFUL 🌸 = PERFECT 🌟**

Hi Ladies !! TGIF !!!! Weekend is just in a blink of an eye 🌟

Since it's about to enter our most exciting weekend where we will be celebrating our Eid Adha 🌟 have you already planned what you're going to wear on Eid Adha day, what about your hijab ?

**OUH NO STILL WORRIED ABOUT YOUR HIJAB MIGHT GET RUINED ON THE EID ADHA DAY ?!**

KEEP CALM LADIES, we got your back 🌟😊


With Pin'SZ, it will guarantee your hijab stay secure all day as this magnetic pin is strong in its place and no more worried about ruined hijab on Eid Adha Day YEAYYY !! 🌟🌟🌟  
**!! PLUS IT'S ONLY RM10 FOR 2 ITEMS !!**

Simply click on to our facebook page to check out the design -->  
<https://www.facebook.com/PinszbyAZ>

What you waiting for ?? Grab Pin'SZ collection now !! 🌟🌟🌟

Do contact us to order --> 012-3547860 **See less**

Figure 21: Hard Sell 9



Hello

Jasmine

Mysterious

2 for RM10

PIN'SZ

**Pin'SZ**  
 1 d · 🌐

**! YOUR BEST PIN HIJAB'S EVER !**

Hello Ladies 🌟  
 Btw our Eid Adha is one the way, 🌟 wanna looks pretty all day,  
 But you don't know how to begin?

Let me introduce you with our White Roses 🌟. New collection by Pin'SZ.

It captivates your eyes 🌟 & heart 🌟 you will never regret buying it because it can be your new hijab's accessories and won't leave your precious hijab a holes that usual needle pin does 🌟

SHHH DON'T LET ANYONE KNOWS 🌟 IT'S OUR SECRET.

P/S: Grab yours now, before it's too late 🌟

Just a simple click:  
 1 - Choose your 'petite' best friend 🌟  
 2 - Add in your cart 🌟,  
 3 - Pay 🌟 credit 🌟  
 4 - Pin'SZ is yours!! 🌟

Don't forget to follow and like 🌟 our Facebook page:  
<https://www.facebook.com/PinszbyAZ>  
 or contact 🌟 us at --> 012-3547860 to place your order now !! **See less**

Figure 22: Hard Sell 10

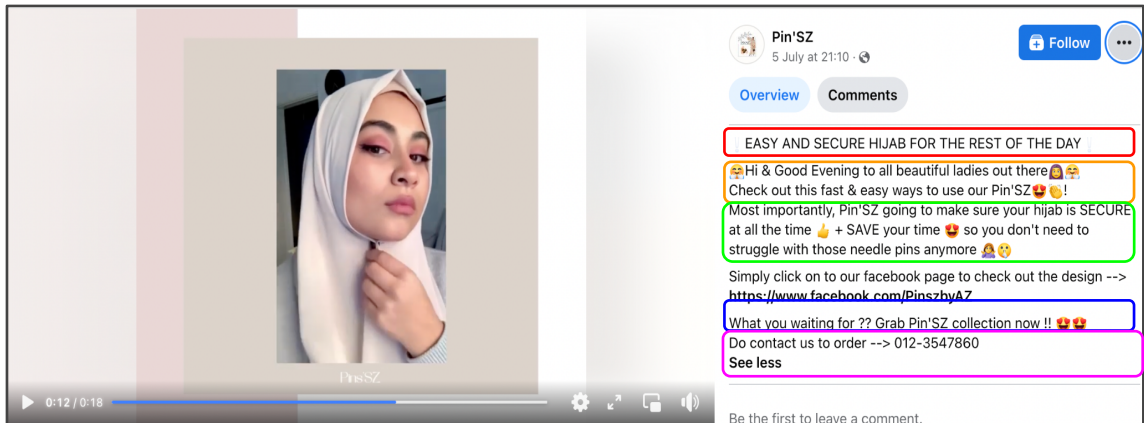


Figure 23: Hard Sell 11

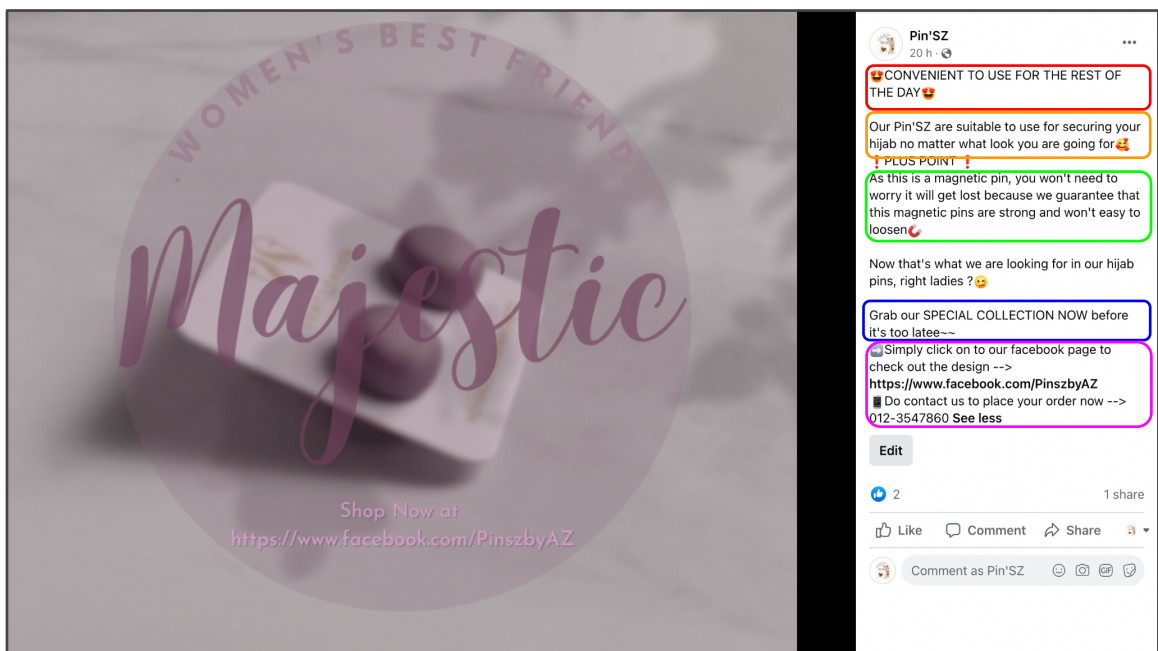


Figure 24: Hard Sell 12

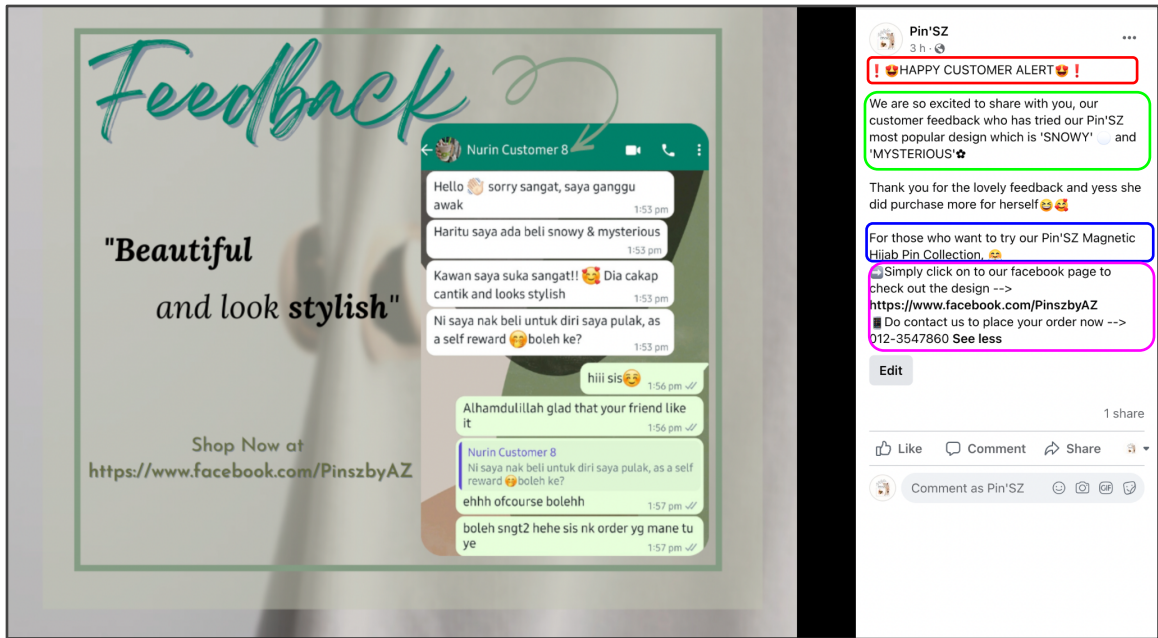


Figure 25: Hard Sell 13

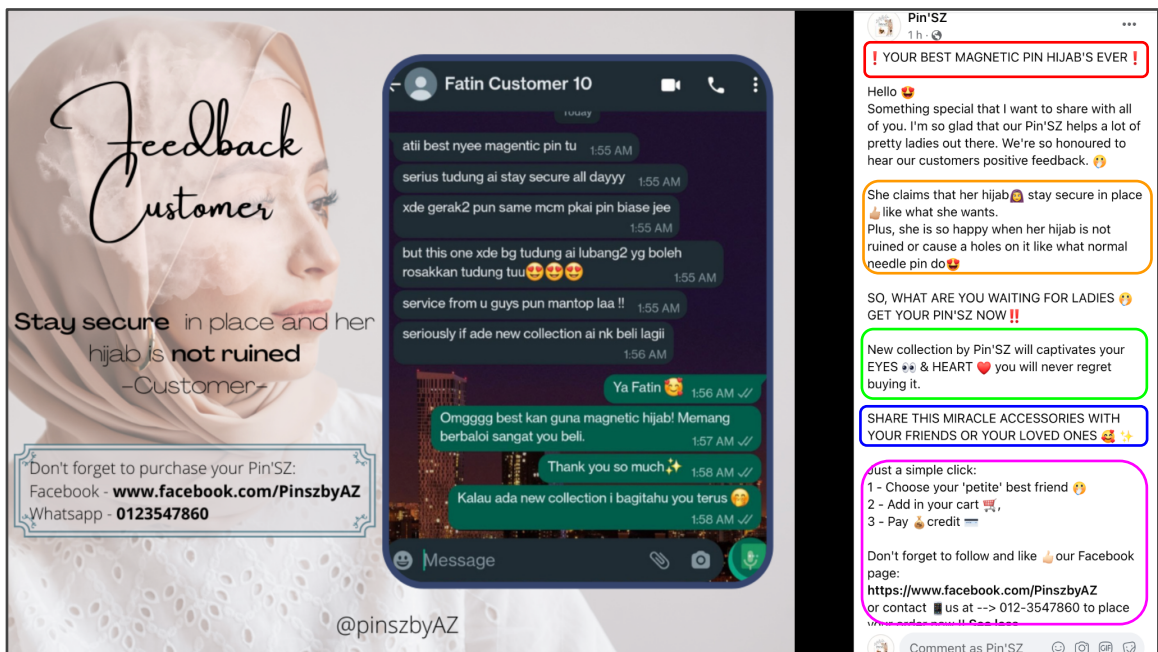


Figure 26: Hard Sell 14



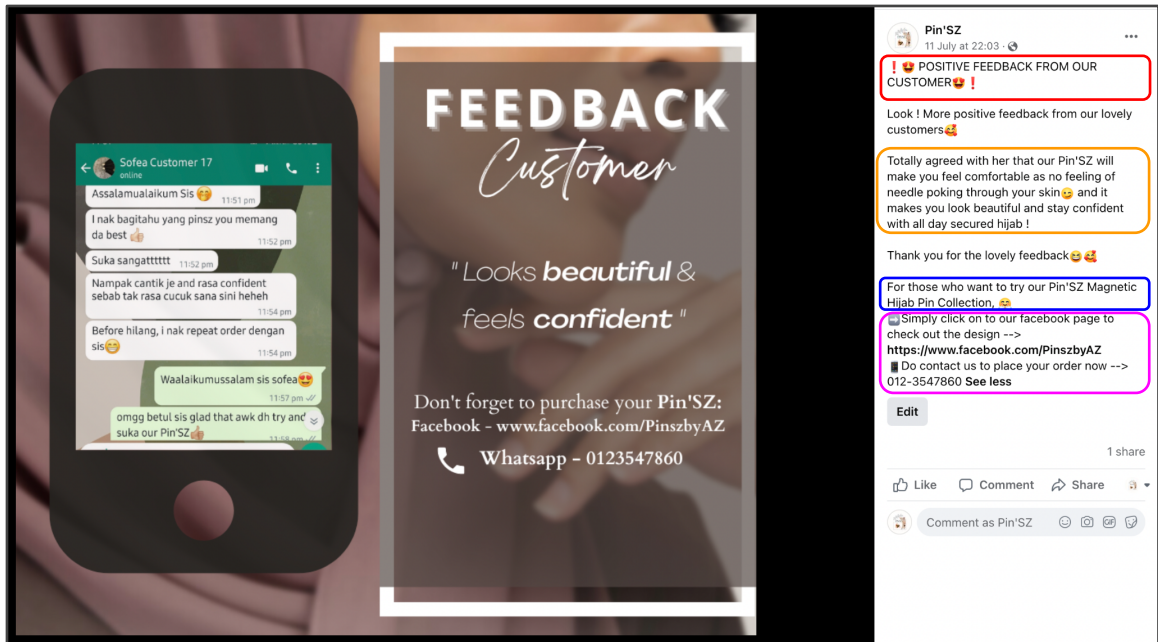


Figure 27: Hard Sell 15

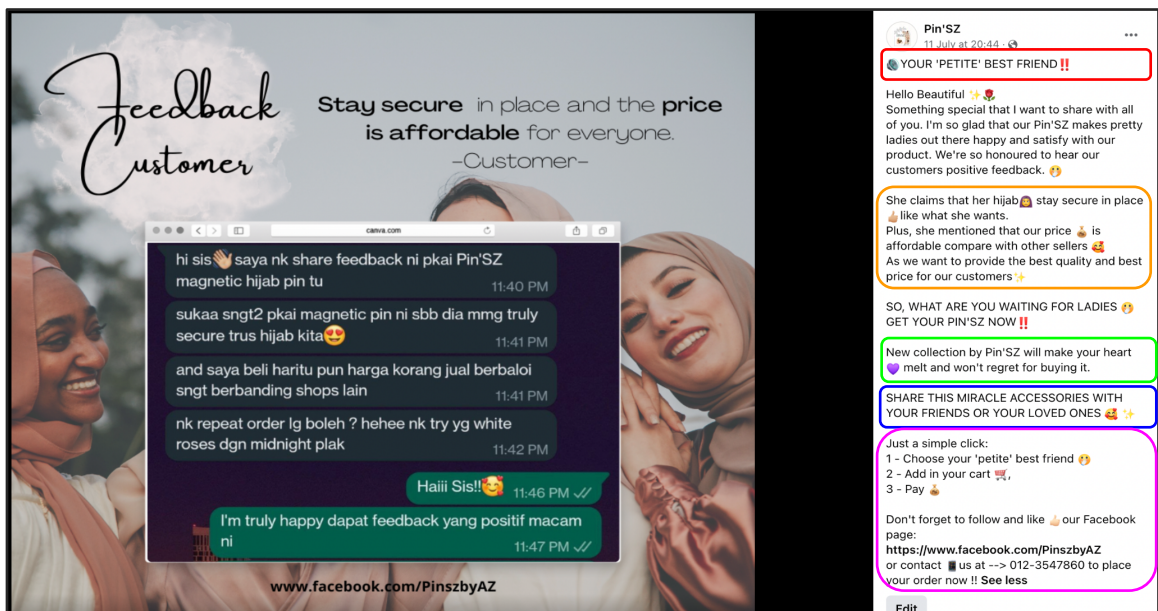


Figure 28: Hard Sell 16

### 3.5. Facebook (FB) post – Copywriting (Soft sell)

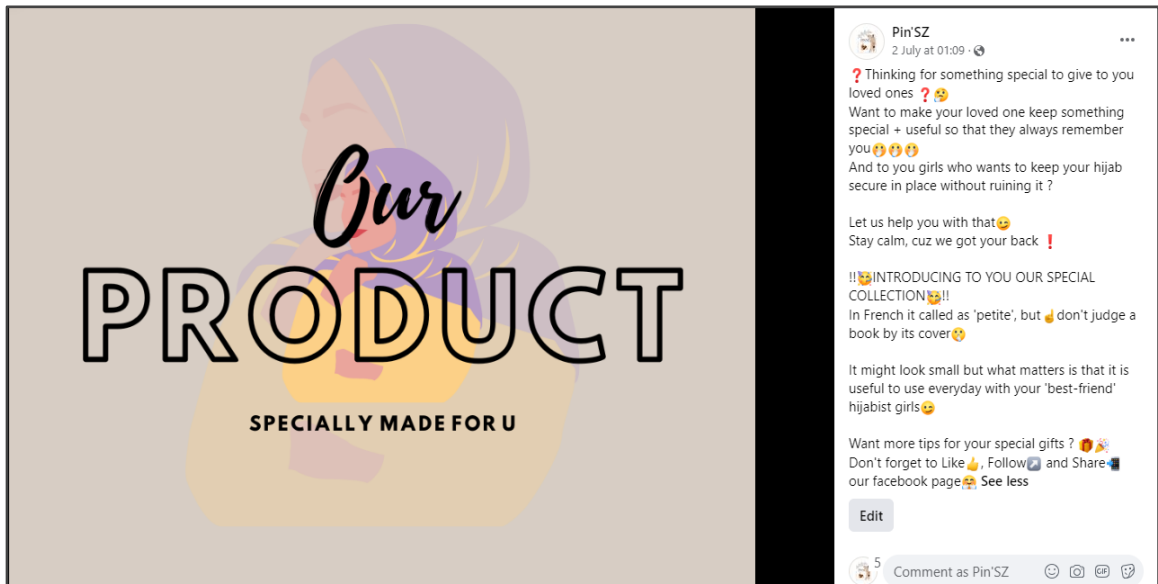


Figure 29: Soft Sell 1

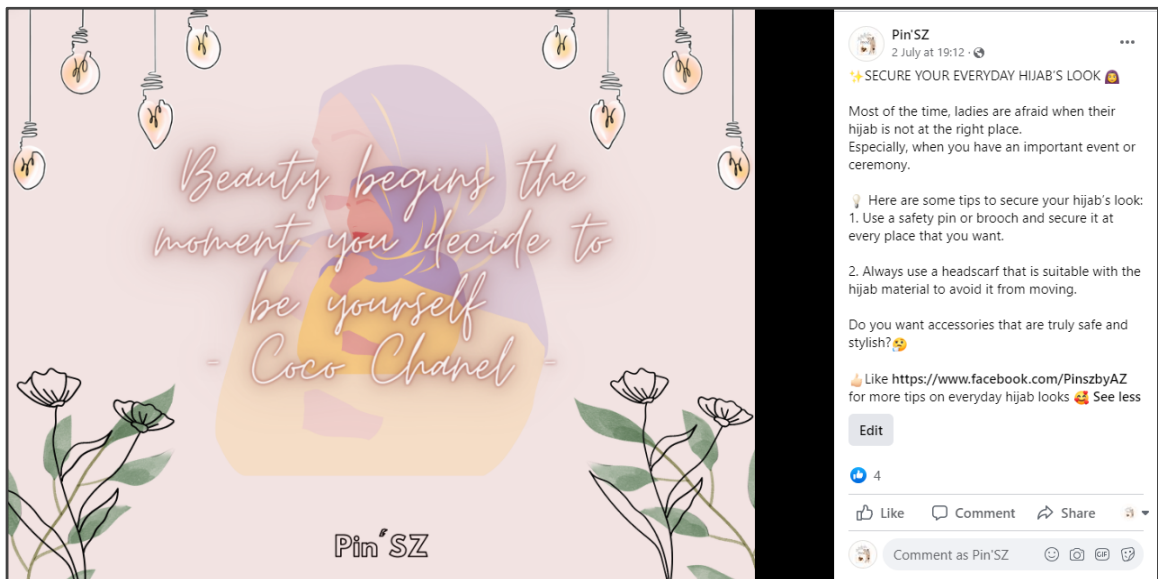


Figure 30: Soft Sell 2

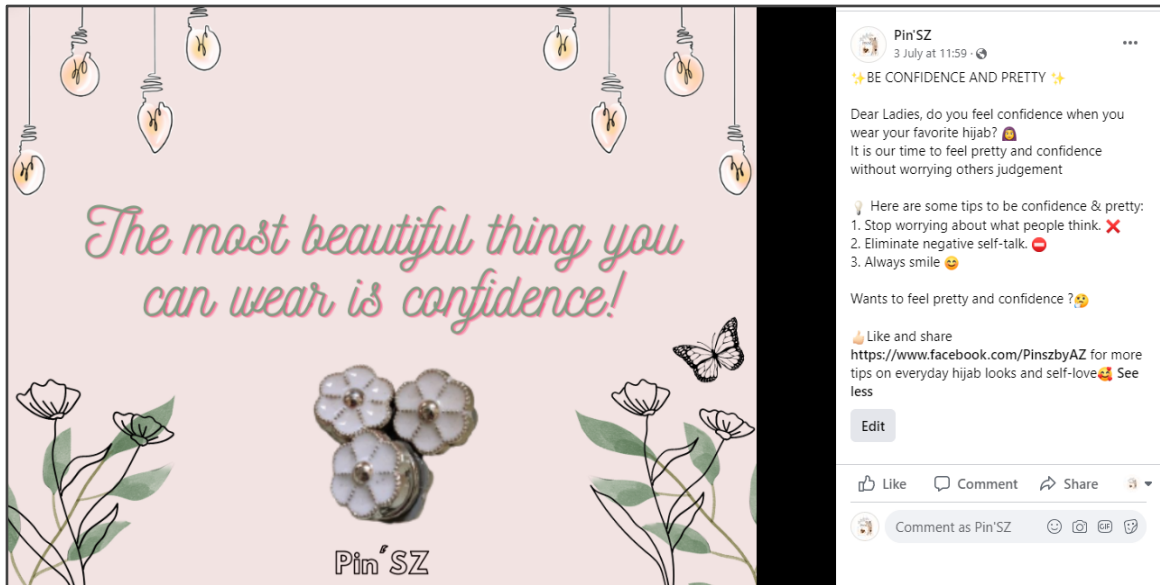


Figure 31: Soft Sell 3

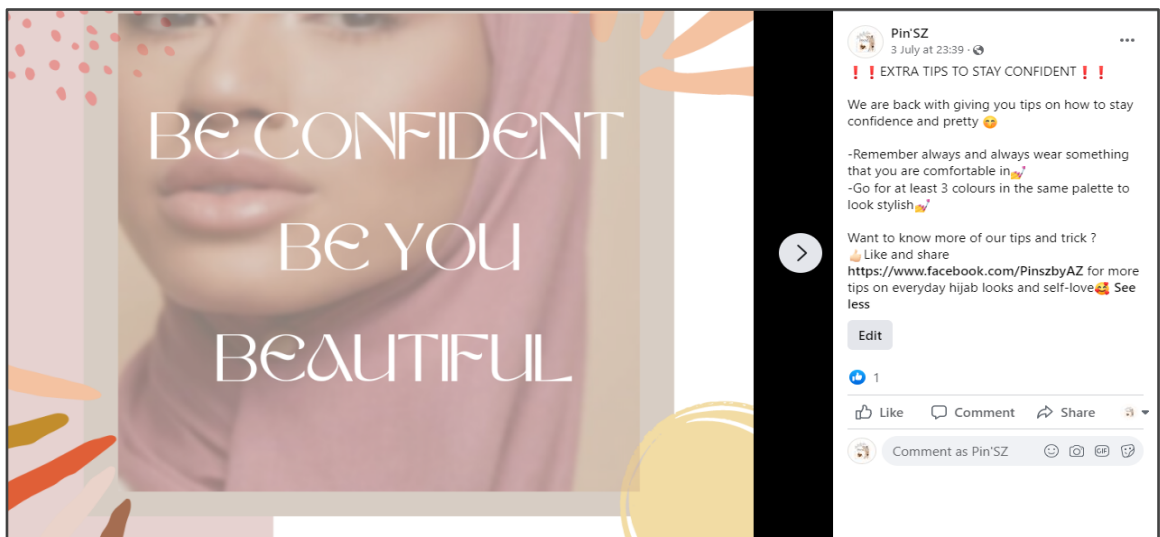


Figure 32: Soft Sell 4

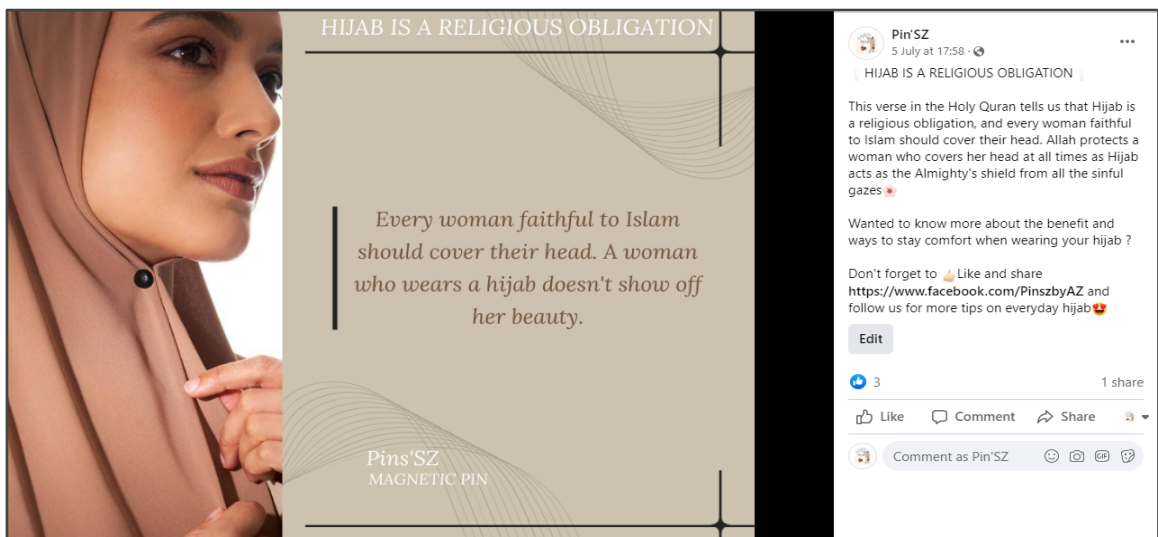
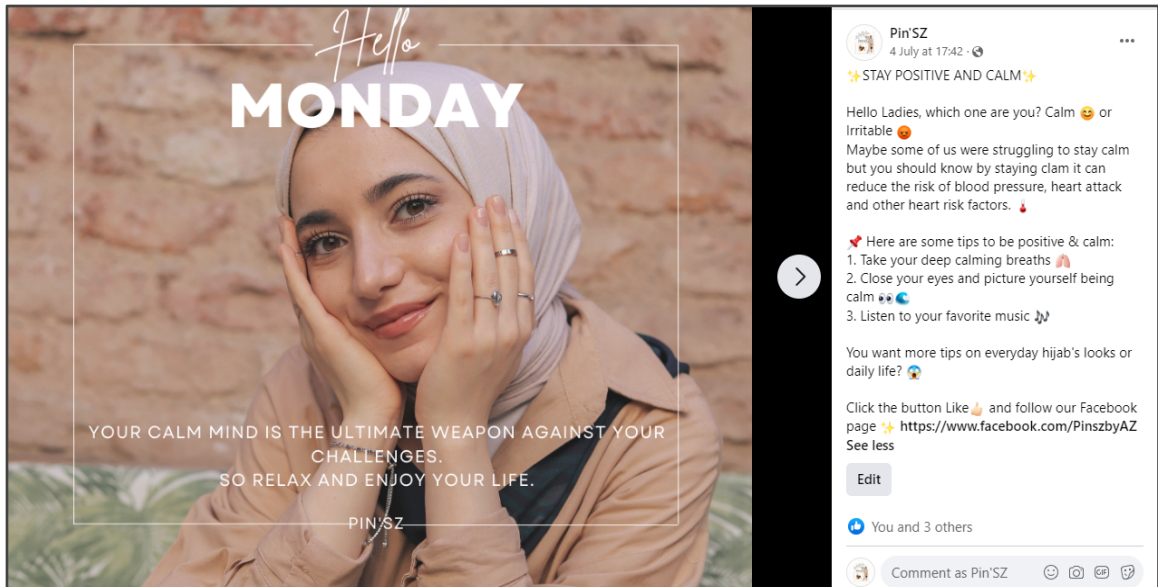






Figure 35: Soft Sell 7



Figure 36: Soft Sell 8

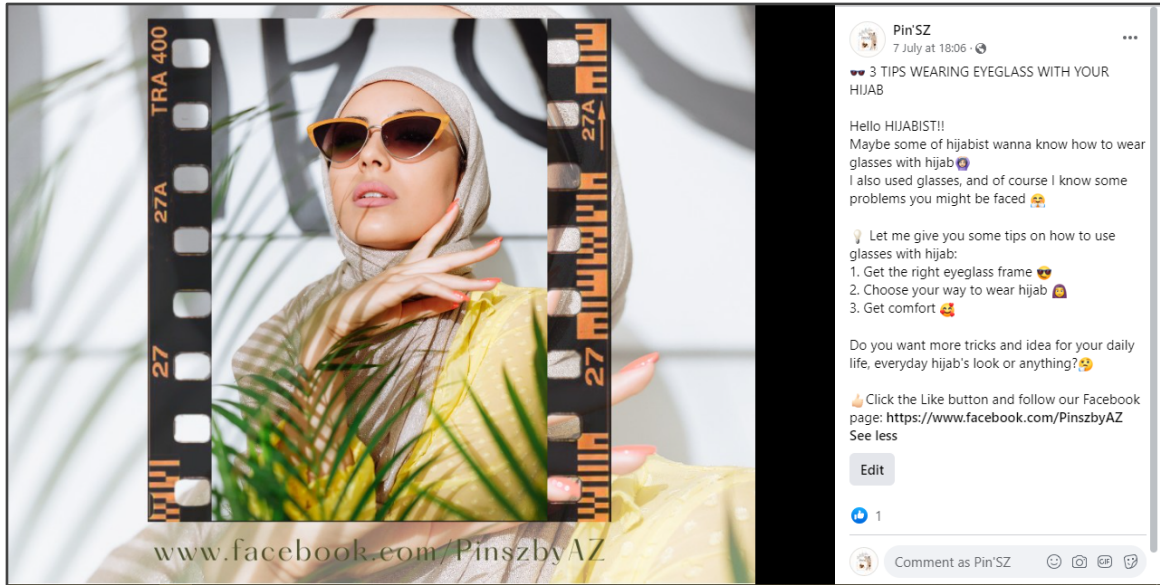


Figure 37: Soft Sell 9

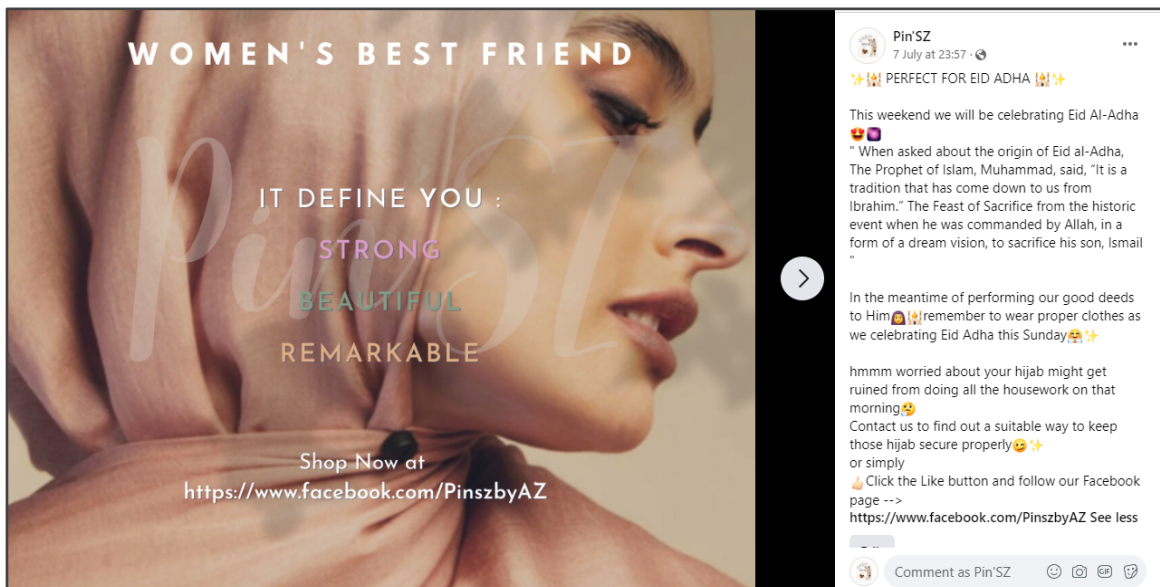


Figure 38: Soft Sell 10

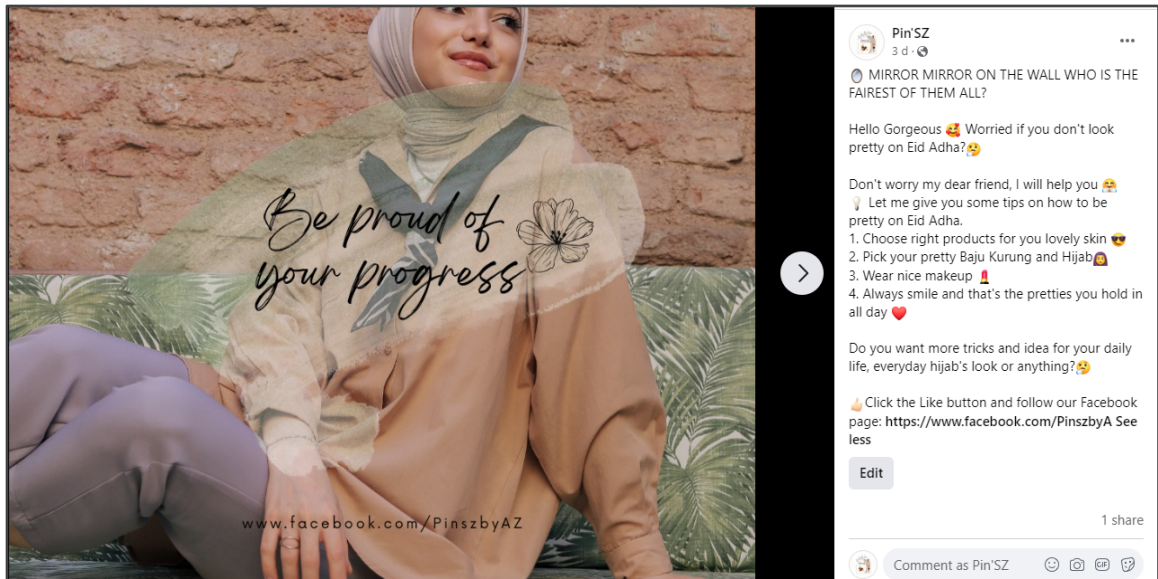


Figure 39: Soft Sell 11

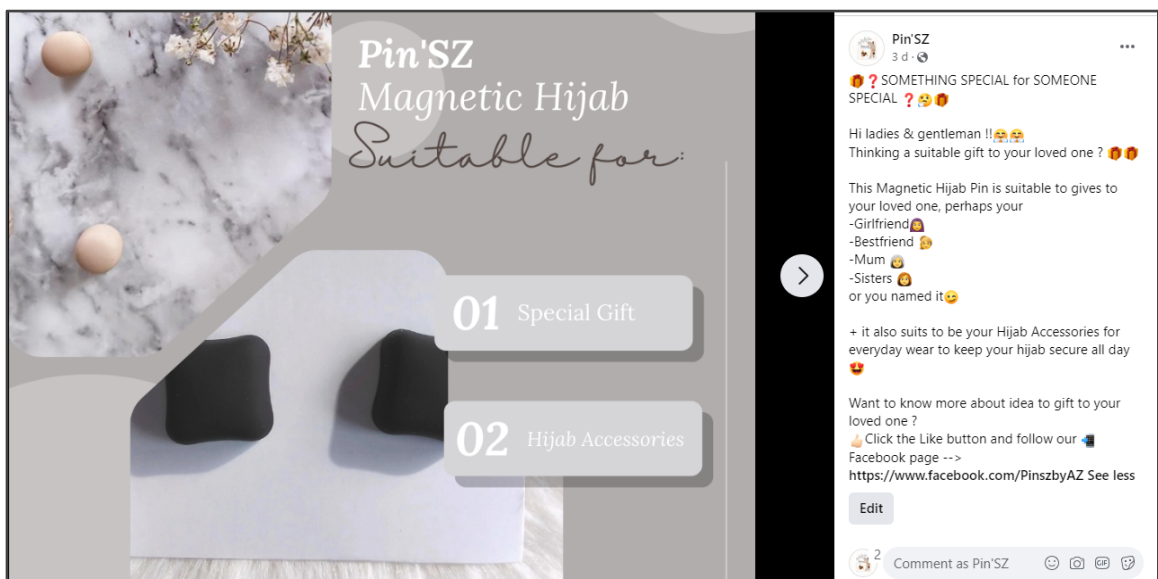


Figure 40: Soft Sell 12



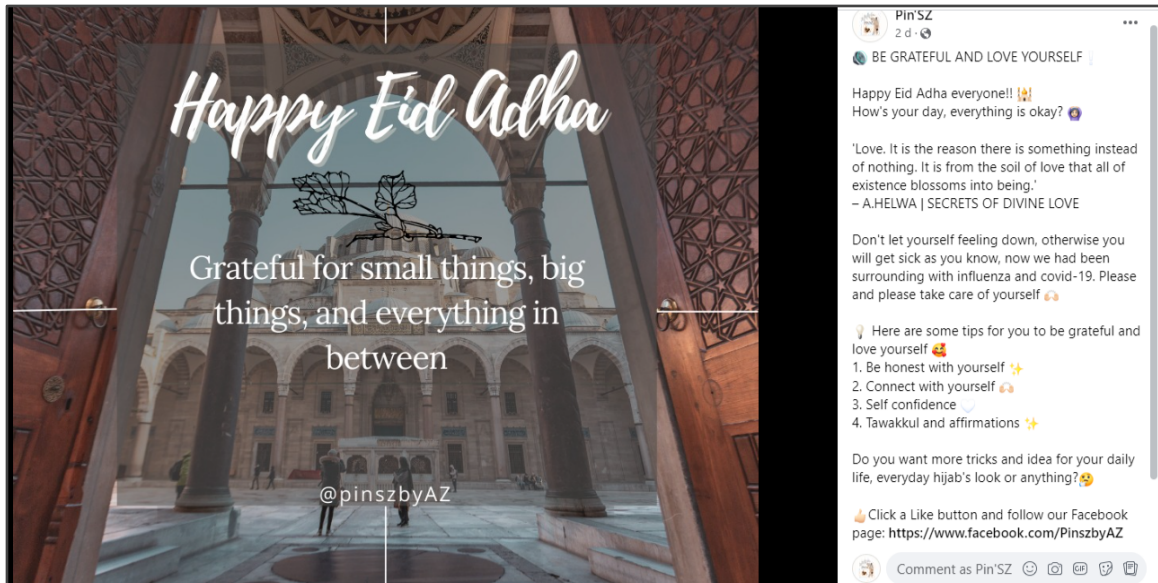


Figure 41: Soft Sell 13

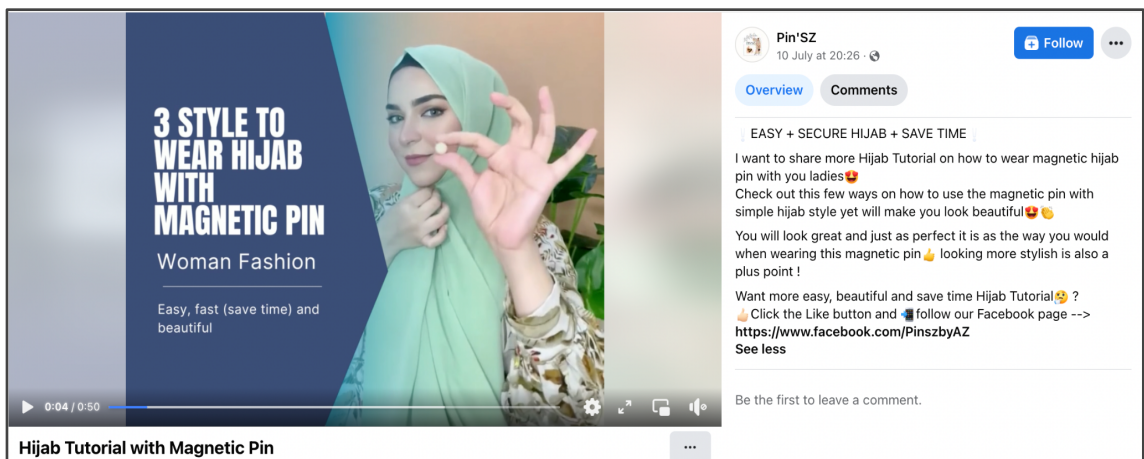


Figure 42: Soft Sell 14



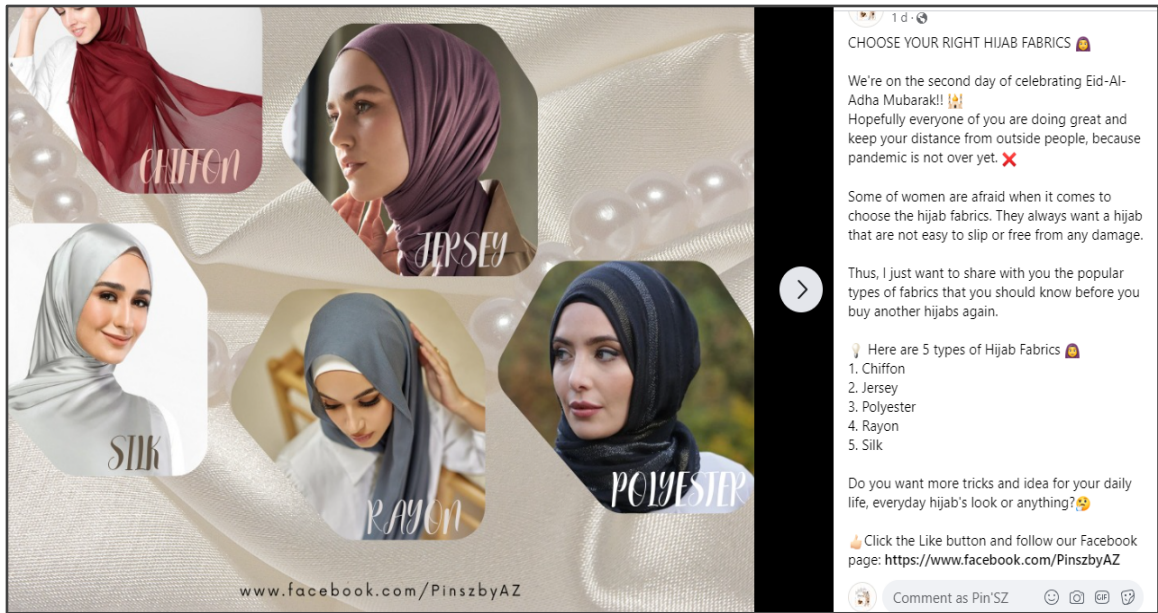


Figure 43: Soft Sell 15

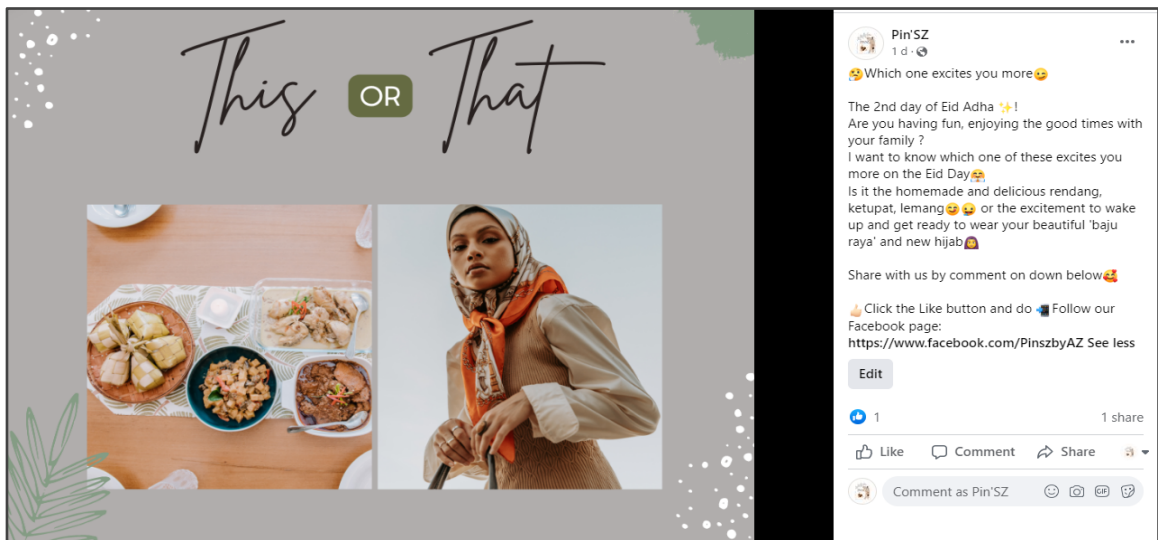


Figure 44: Soft Sell 16

### 3.6. Relevant graphics to each post/copywriting

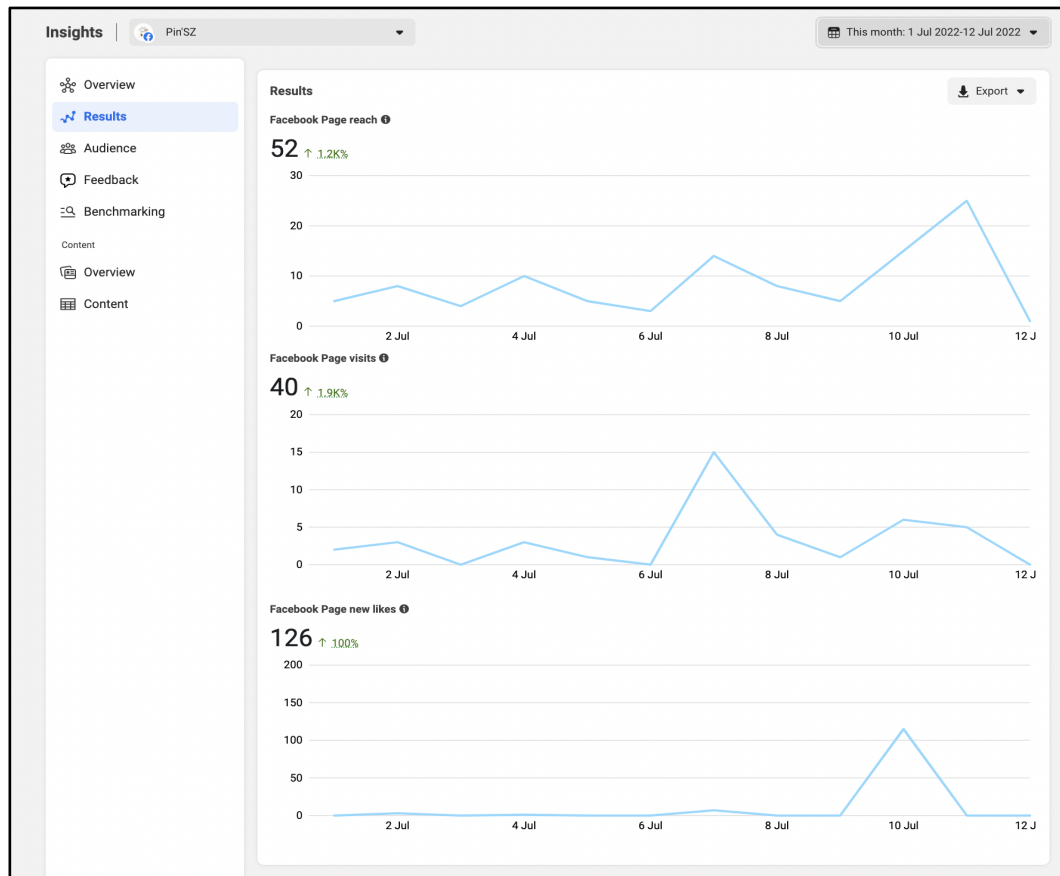
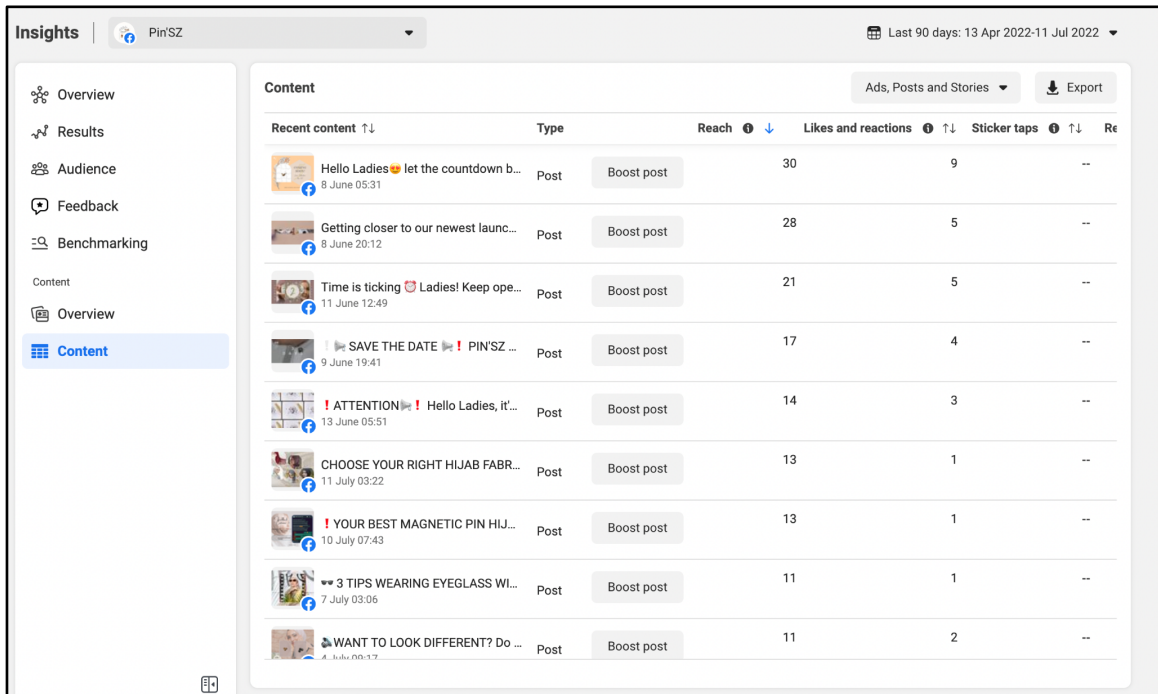


Figure 45 : Pin'SZ Facebook Posting Result

### 3.7. Sales Report

Go-eCommerce										
Business Name	Date	Type	Marketplace(if any)	Others Marketplace (if any)	Total Sales (RM)	Expenses Category	Expenses Subcategory	Total Expenses (RM)	Descriptions	Created At
Pin'SZ	02/07/2022	online	Social Media		10					14/07/2022
Pin'SZ	03/07/2022	online	Social Media		10					14/07/2022
Pin'SZ	03/07/2022	online	Social Media		10					14/07/2022
Pin'SZ	04/07/2022	online	Social Media		10					14/07/2022
Pin'SZ	06/07/2022	online	Social Media		20					14/07/2022
Pin'SZ	08/07/2022	online	Social Media		20					14/07/2022
Pin'SZ	09/07/2022	online	Social Media		10					14/07/2022
Pin'SZ	10/07/2022	online	Social Media		30					14/07/2022
Pin'SZ	11/07/2022	online	Social Media		10					14/07/2022

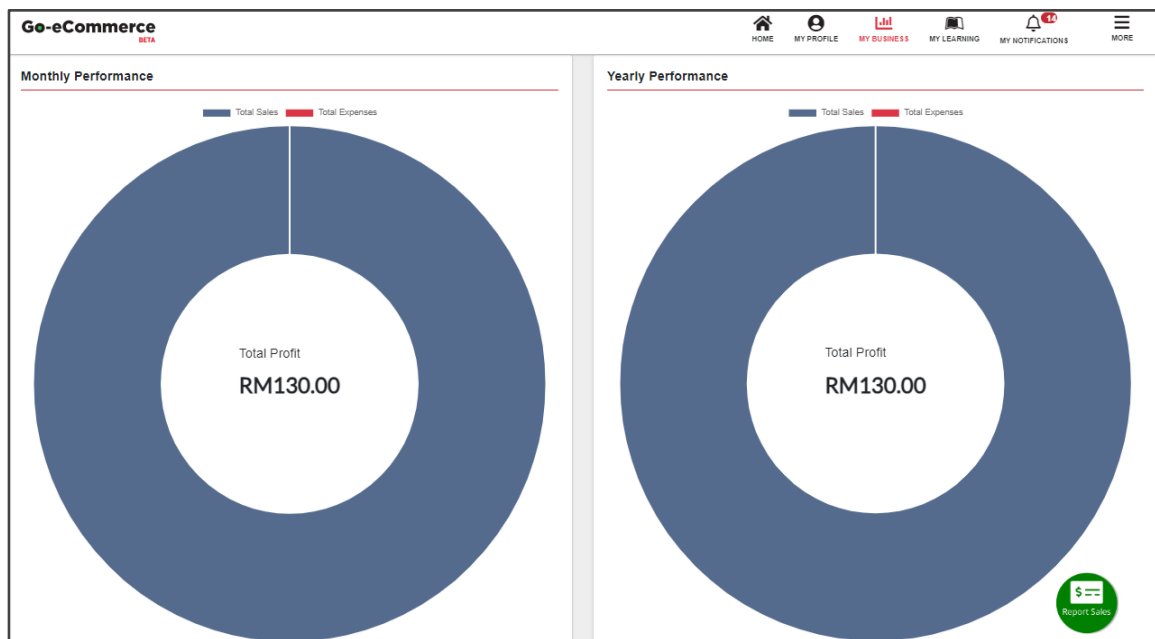


Figure 46: Pin'SZ Sales Report

#### **4. CONCLUSION**

Taking everything into account, our business journey has become one of the highest pick-point for us to know the reality of having a business online and use social media platforms as a medium for us to connect with our targeted customers. It has been proved that this online business can truly be boosted up to the target market if we have proper way of copywriting from our hard sell and soft sell.

Facebook has become one of the biggest functions to us in order to promote our business, engage with customers, take orders for our products, and most importantly having the opportunity to gain revenue and gain feedback from our customers about our products and services. Furthermore, Facebook is considered as a real-time social networking site. This makes it one of the best sources to stay updated with the latest news and information. Even though people are just scrolling through their feed with no intention of buying any products, they can still get the information that we have shared from our Facebook page as we also focus on providing the newest and trendiest trends for all hijab women out there. Having the reality of properly conducting an online business using one of the biggest real-time social networking sites, we truly enjoyed the opportunity that we have to gain experience on making this as one of our expertise in online business that has been proven to bring a lot of benefits for our side income.