



اَوْنِيُوْ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**SOCIAL MEDIA PORTFOLIO**

**GROUP:**

ENT530K

**PREPARED BY:**

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Nur Ain Nadira Bt Mohd Amirrudin (2020869328)

**PREPARED FOR:**

Sir Raslan Bin Nordin

**DATE OF SUBMISSION:**

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## **1.0 Acknowledgement**

Primarily, in the name of Allah S.W.T, the Most Merciful and Most Gracious who provide me guidance and blessings until we are able to complete this case study Principles of Entrepreneurship (ENT530) report successfully. All the time spent looking and seeking out solutions, as well as justifying theoretical hints to proper output, would be worth my efforts and time, Insha-Allah. Therefore, I would like to express my special gratitude to my lovely and beloved lecturer, Sir Raslan bin Nordin, who provided good guidance and supporting material to help me, and my friends to accomplish the report. Always checking on our progression, the encouragement given, ideas and guidance, we are able to finish this portfolio with full motivation and expertise. Without the supported resources and his dedication to guide us, we know that it is not easy to complete the Business in each period.



I also want to express my gratitude to my family and friends for their help. Without it, we wouldn't have been able to finish this job. Last but not least, we would want to express our gratitude to everyone who supported and encouraged us as we worked on this project. Last but not least, many thanks were given to my group partners for having given good cooperation and always helping each other while the assignment was carried out which caused the task to be completed in the allocated time.

## **2.0 Executive Summary**

This report content how students find the product and utilize Facebook for online marketing campaigns. For this report, we have registered BearFeet Socks Store as our business name but use a shortened version which is BearFeet for online marketing and sale. We fully utilize Facebook as a medium for updating, marketing and sale purposes. When posting our products online on Facebook we use teaser, hard-sell and soft-sell methods to attract customers. Teaser is introduction of a new product or re-introduction of an existing product. The teaser will increase the curiosity among the audience. For hard sell, it is selling types of copywriting and explaining the features, advantages and benefits. While soft sell is sharing product's tips and or how-to information, to show expertise and to build rapport and trust. Lastly, in this report we have registered in the go-ecommerce system to get access to an online module by MDEC. Our business also has been registered under SSM.

### 3.0 SSM Business Registration

Welcome MUHAMMAD HAZIQ BIN MANSOR in 4 | Logout



Home | My Business Services | My Payment History | Other Services | User Profile

July 30, 2022 00 : 56 : 03


EzBiz

Main Information

Ref. No EB-A2022072300458			
Business Registration No 003419010-P	Business Name BEAR FEET SOCKS STORE	Name Type TRADE NAME	
Business Start Date 23/07/2022	Registration Period 1 Year	Partnership Agreement Date (If applicable)	
Status Approved			
Business Info YES	Incentive Skim Pendaftaran Perniagaan Prihatin (SPPPP) SSM - Pelajar IPT Sepenuh Masa	Is Incubator NO	Is Online Seller ? YES

## 4.0 Go-Ecommerce Registration

PERSONAL PROFILE
BUSINESS PROFILE



MUHAMMAD HAZIQ BIN MANSOR

Personal Information

Name	:	MUHAMMAD HAZIQ BIN MANSOR	Phone/Mobile	:		Edit
New Identity Card No.	:		Home Address	:		
Email Address	:		District	:		
City	:		Postcode	:		
State	:		Personal Instagram	:		
Personal Facebook	:		Race	:		
Gender	:		Special Need Required	:		
Marital Status	:					


Institution Information

Add New

UITM Puncak Alam - Entrepreneurship Semester Mar 2022


Type of Institution	:	IHL	Institution List	:	Universiti Teknologi MARA	Edit Delete
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	:	Entrepreneurship Semester Mar 2022	Class Name	:	ENT530K	
Subject Name	:	Principle of Entrepreneurship	Year Enrolling the subject	:	2022	
Month Enrolling the Subject	:	3	Lecturer Name	:	Raslan Nordin	
Internship Enrollment	:	No	Year Of Internship	:		
Month of Internship Enrollment	:		Enrollment	:		
Expected Year To Complete Study	:	2023	Period of Internship Training	:		
Related To Study Field	:	Yes	Expected Month To Complete Study	:	3	

PERSONAL PROFILE
BUSINESS PROFILE



MUHAMMAD HAZIQ BIN MANSOR

Company Name	:	BusinessFeet	Company Registration No.	:		Edit
Type Of Business	:	Sdn. Bhd	Business Role	:	Service Owner	
Facebook Page	:	https://www.facebook.com/be-arklets00ks?_rdc=1&_rd	Business Category/Business Sub-Category	:	Apparel, Health & Beauty / Apparel & Accessories	
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	Others	Business Website	:		
Business Related to Your Study Field	:	Yes	Type Of Website	:		
			Experience in International Export	:	No	

PERSONAL PROFILE		BUSINESS PROFILE			
 <p><b>NUR AIN NADIRA BINTI MOHD AMIRUDIN</b></p>	<b>Personal Information</b>				
	Name	NUR AIN NADIRA BINTI MOHD AMIRUDIN	Phone/Mobile		
	New Identity Card No.		Home Address		
	Email Address		District		
			Postcode		
	City		Personal Instagram		
	State		Race		
	Personal Facebook		Special Need Required		
	Gender				
	Marital Status				
<b>UiTM Puncak Alam - Entrepreneurship</b>					
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		
		Postcode	: 42300		
District of Institution	: Kuala Selangor				
Level of Study	: Bachelor Degree	Study Status	: Full time		
Course Name	: Entrepreneurship	Class Name	: ENT530K		
Subject Name	: Principle of Entrepreneurship (March 2021)	Year Enrolling the subject	: 2022		
Month Enrolling the Subject	: 3	Lecturer Name	: Raslan Nordin		
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	: 3		
Related To Study Field	: Yes				
PERSONAL PROFILE		BUSINESS PROFILE			
 <p><b>NUR AIN NADIRA BINTI MOHD AMIRUDIN</b></p>	Company Name	: BusinessFeet	Company Registration No.	:	
	Type Of Business	: Enterprise	Business Role	: Service Owner	
	Facebook Page	: www.facebook.com/BearFeetSocks	Business Category/Business Sub-Category	: Apparel, Health & Beauty / Fashion & Lifestyle	
	Wechat for Business	:	Business Instagram Page	:	
	Marketplace	: Others	Business Website	:	
	Business Related to Your Study Field	: Yes	Type Of Website	:	
			Experience in International Export	: No	

## 5.0 Introduction to Business

### 5.1 Name and Address of the Business.

Our business which is known as BearFeet was founded by a young entrepreneur Nur Ain Nadira binti Mohd Amirrudin in mid-March 2022. Basically, this business focuses on selling socks online. Due to the pandemic Covid-19 selling online seems more relevant and easier as compared to physical stores. Because of this we decided to sell our products online. This business is already registered under the SSM using the name of BearFeet Socks Store however, for online marketing we are using the shortened version of BearFeet which is currently being used for our Facebook page name.

BearFeet is based at

We chose this place as it manages to store our products and the transportation is easy. We believe this place will increase our efficiency.

### 5.2 Organizational Chart





### 5.3 Mission & Vision

- Mission
  - Being a reputable industry pioneer and being referred to as "the socks people".
- Vision
  - To ensure a pleasant and enjoyable experience, offer fantastic, stylish, and distinctive footwear.

### 5.4 Description of products

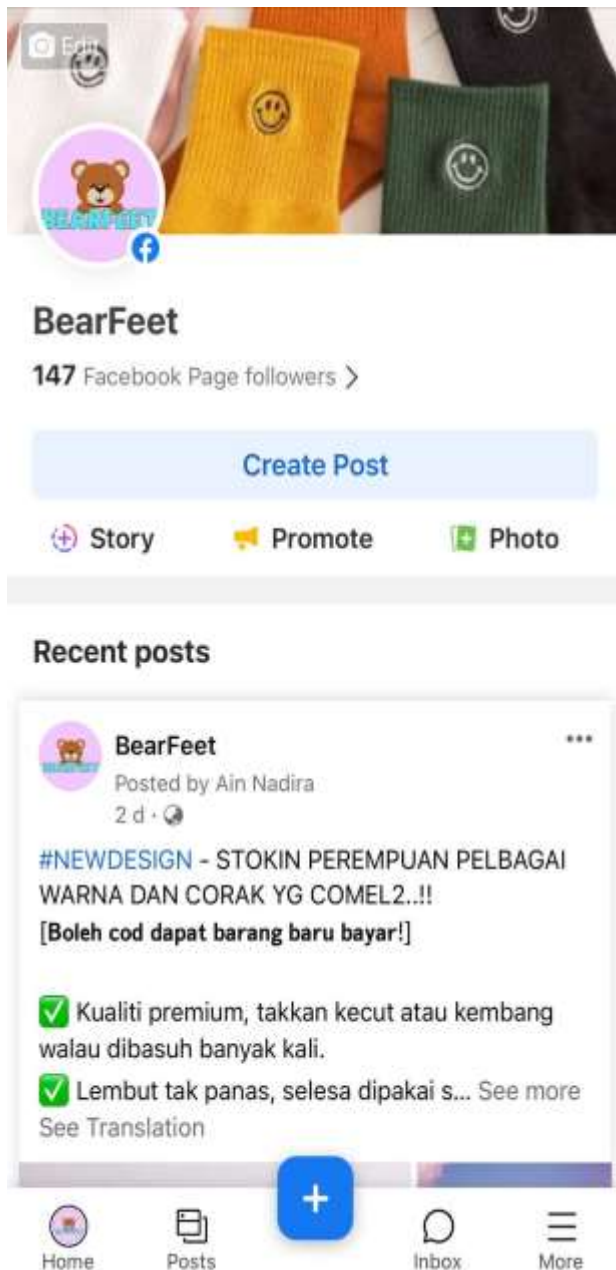
Our socks can provide you with comfort and help you avoid developing foot blisters. You can choose from a wide variety of fashionable designs as well. It might go well with your attire. Alternatively, it might be a foot protection that keeps the feet soft and can stop cracking. In addition, it is made of hydrophobic fibres, or synthetic fibres that withstand moisture, such nylon, polyester, and acrylic. The channels of Bearfeet socks draw moisture or perspiration away from the foot and move it to the outside of the sock, where it can evaporate. The socks can also be dried and washed in a machine.

### 5.5 Price lists

Socks	Price
	RM6.00
	RM8.00

The price of the socks is determined by their length: short socks cost RM6.00, while long socks cost RM8.00.

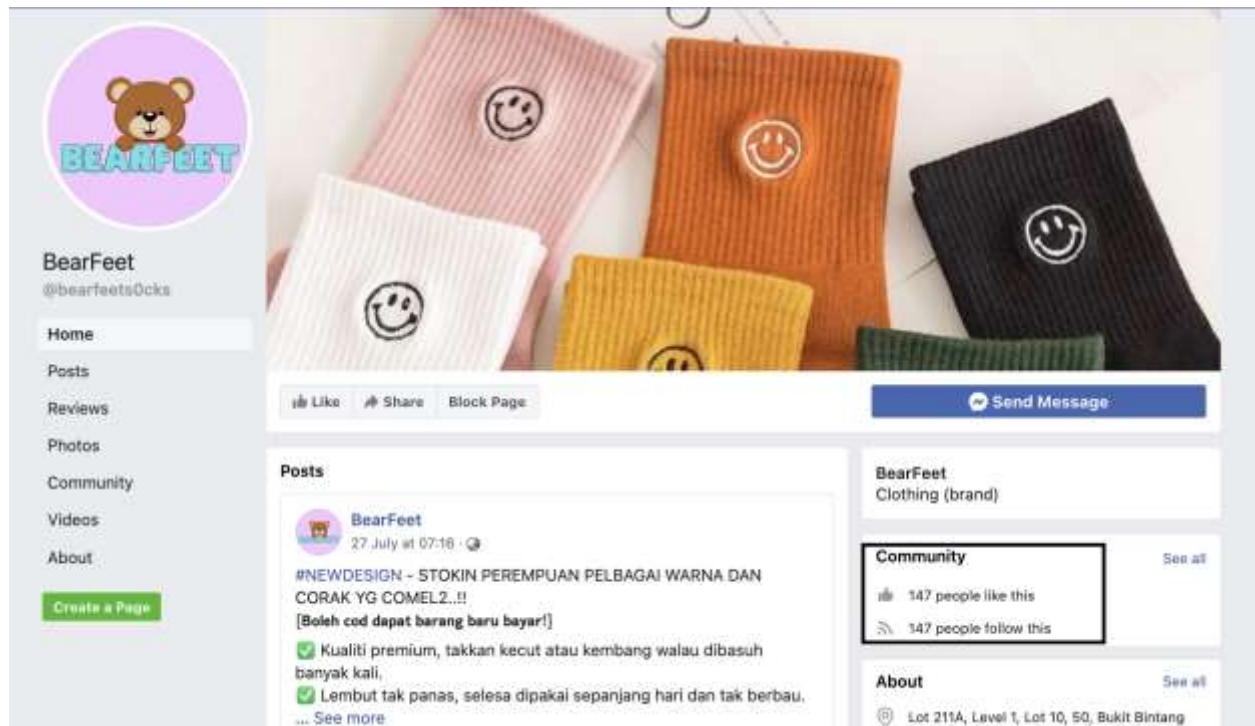
## 6.0 Facebook Pages



### Custom URL Facebook Page:

<https://www.facebook.com/bearfeets0cks>

## 6.1 Number of likes



The image is a screenshot of a Facebook page for a brand named 'BearFeet'. The page header shows the profile picture (a brown bear on a pink circle with the text 'BEARFEET'), the name 'BearFeet', and the handle '@bearfeets0cks'. A navigation menu on the left includes 'Home', 'Posts', 'Reviews', 'Photos', 'Community', 'Videos', and 'About', with a 'Create a Page' button at the bottom. The main content area features a large image of several pairs of women's socks in various colors (pink, orange, white, yellow, dark blue, green) with a smiley face logo. Below the image are buttons for 'Like', 'Share', 'Block Page', and 'Send Message'. A post from 'BearFeet' dated '27 July at 07:18' is visible, with the text: '#NEWDESIGN - STOKIN PEREMPUAN PELBAGAI WARNA DAN CORAK YG COMEL2..!! [Boleh cod dapat barang baru bayar!]' and two green checkmarks indicating 'Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali' and 'Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau'. To the right of the post, a 'Community' section shows '147 people like this' and '147 people follow this'. An 'About' section at the bottom right lists the address: 'Lot 211A, Level 1, Lot 10, 50, Bukit Bintang'.

**BearFeet**  
@bearfeets0cks

Home  
Posts  
Reviews  
Photos  
Community  
Videos  
About  
[Create a Page](#)

Like Share Block Page Send Message

**Posts**

**BearFeet**  
27 July at 07:18 · 🌐

#NEWDESIGN - STOKIN PEREMPUAN PELBAGAI WARNA DAN CORAK YG COMEL2..!!  
[Boleh cod dapat barang baru bayar!]

✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali,  
✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.  
... See more

**BearFeet**  
Clothing (brand)

**Community** See all

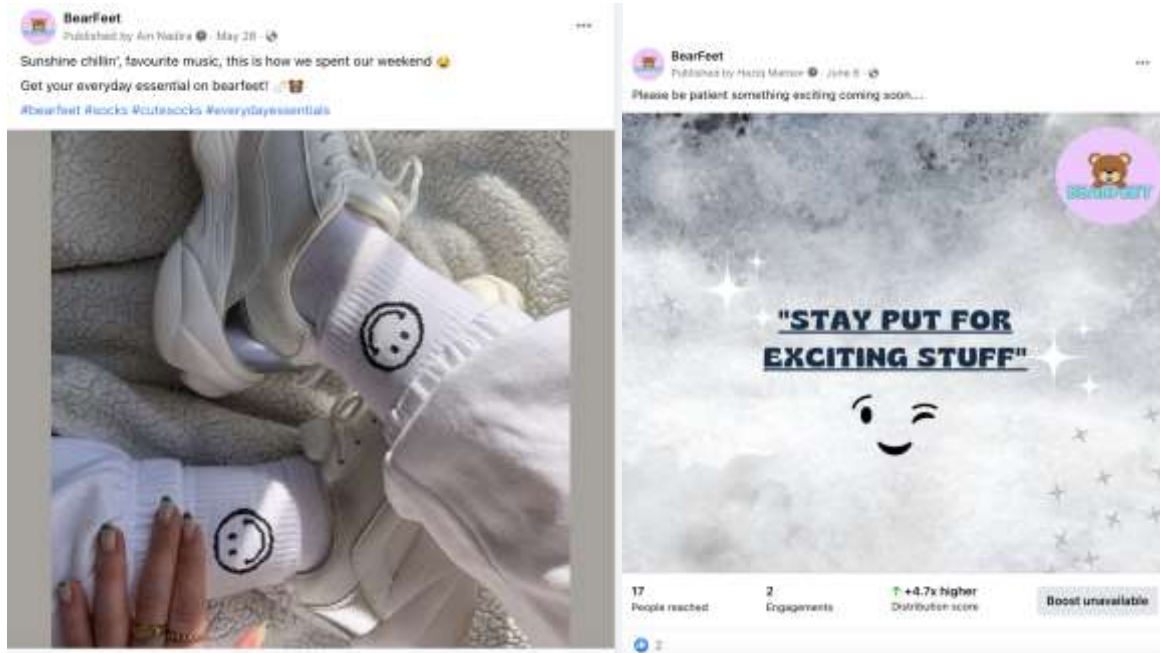
👍 147 people like this  
👤 147 people follow this

**About** See all

📍 Lot 211A, Level 1, Lot 10, 50, Bukit Bintang

## 6.2 Teaser Post

### Teaser 1 & 2



### Teaser 3 & 4



### Teaser 5 & 6



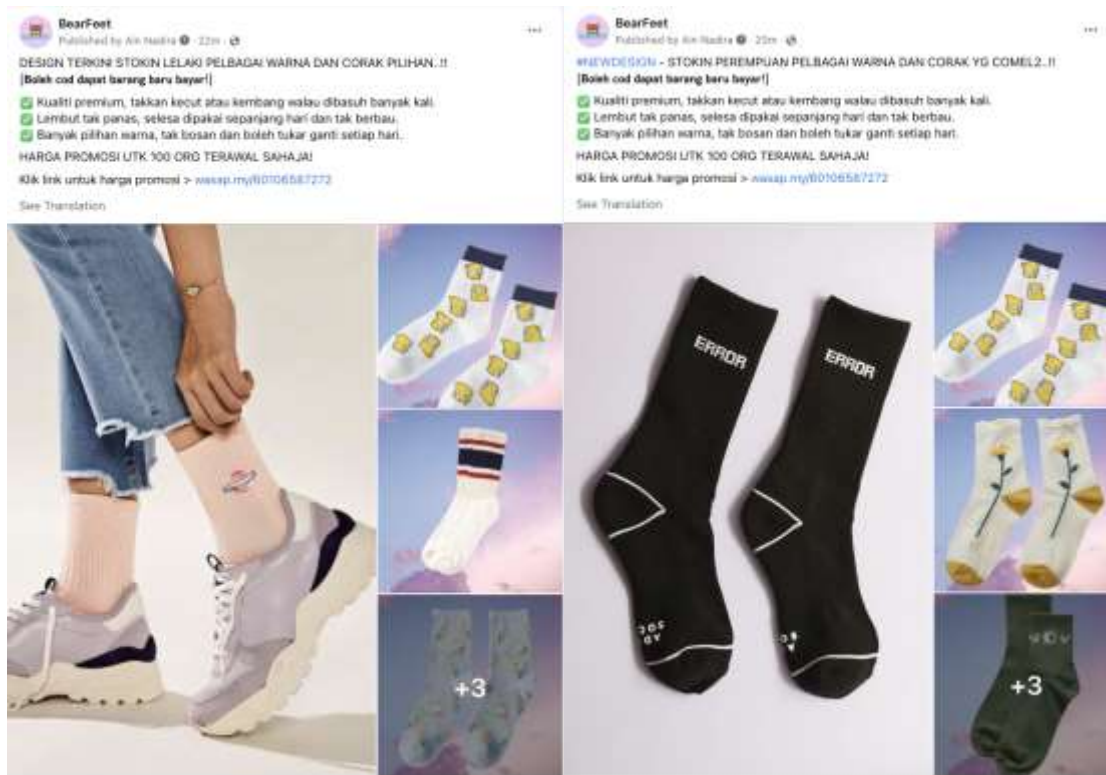
## Teaser 7



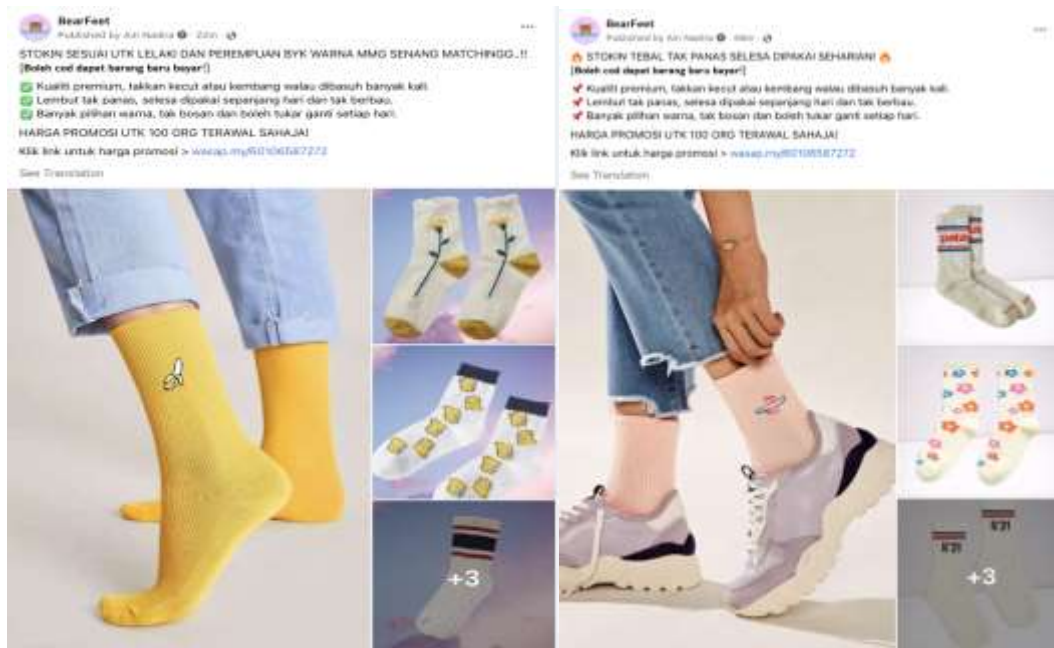


## 6.3 Copywriting - Hard Sell

### Post 1 & 2



### Post 3 & 4



## Post 5 & 6

**BearFoot**  
Published by Ain-Nadira • 20m • 🌐

**STOKIN UMSEK LEMBUT DAN TAK PANAS KONPEMM TAK BERRAU !!**  
**[Boleh cod dapat barang baru bayar!]**

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!

Klik link untuk harga promosi > [waap.my/60706687272](#)

See Translation

**BearFoot**  
Published by Ain-Nadira • 20m • 🌐

**#FreeKeychain • STOKIN KUALITI PREMIUM TAK KEMBANG WALAU BASUH BERKALI KALI**  
**[Boleh cod dapat barang baru bayar!]**


- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!

Klik link untuk harga promosi > [waap.my/60706687272](#)

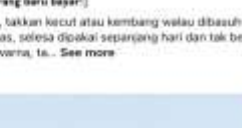



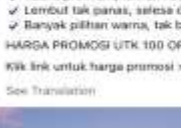



See Translation

## Post 7 & 8


**BearFeet**  
 Published by Ani Nadia • 20m •

#TAKBESBALI - STOKIN PELBAGAI WARNA DAN CORAK CANTIK CANTIK MMG RECOMMENDED..!!  
 (Boleh cod dapat barang baru bayar!)  
 ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.  
 ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.  
 ✓ Banyak pilihan warna, ta... [See more](#)

See Translation



## Post 9 & 10

**BearFeet**  
Published by Ain Nadira · 40m ·

**#TAKKEMBANG - STOKIN PELSAGAI PILIHAN WARNA DAN CORAK MENARIKK..!!**  
[Boleh cod dapat barang baru bayar!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

**HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!**  
Kik link untuk harga promosi > [whatsapp.my/60106587272](https://www.whatsapp.com/message/60106587272)

See Translation

**BearFeet**  
Published by Ain Nadira · 40m ·

**APREMIUMQUALITY - STOKIN TAHAN LASAK DGN HARGA YANG SGT BERBALOE**  
[Boleh cod dapat barang baru bayar!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

**HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!**  
Kik link untuk harga promosi > [whatsapp.my/60106587272](https://www.whatsapp.com/message/60106587272)

See Translation

## Post 11 & 12

**BearFeet**  
Published by Ain Nadira · 40m ·

**STOKIN SVK CORAK, WARNA, DAN LEMBUT SESUAI PAKAI HARI HARI!**  
[Boleh cod dapat barang baru bayar!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

**HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!**  
Kik link untuk harga promosi > [whatsapp.my/60106587272](https://www.whatsapp.com/message/60106587272)

See Translation

**BearFeet**  
Published by Ain Nadira · 40m ·

**STOKIN TEBAL TAK PANAS SELESA DIPAKAI SEHARIAN!**  
[Boleh cod dapat barang baru bayar!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

**HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!**  
Kik link untuk harga promosi > [whatsapp.my/60106587272](https://www.whatsapp.com/message/60106587272)

See Translation

## Post 13 & 14

**BearFoot**  
Published by Ani Nadra · 51m · 45

#TAKLINTUB - STOKIN PELBAGAI CORAK DAN WARNA SENANG MATCHING..!!  
[Boleh ced dapat barang baru bayer!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!  
Kik link untuk harga promosi > [www.whatsapp.com/message/60706567272](https://www.whatsapp.com/message/60706567272)

See Translation


**BearFoot**  
Published by Ani Nadra · 51m · 45

STOKIN KUALITI PREMIUM DON PELBAGAI PILIHAN CORAK & WARNA MENARIK..!!  
[Boleh ced dapat barang baru bayer!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!  
Kik link untuk harga promosi > [www.whatsapp.com/message/60706567272](https://www.whatsapp.com/message/60706567272)

See Translation



## Post 15 & 16

**BearFoot**  
Published by Ani Nadra · 51m · 45

STOKIN TAKKAN KECUT ATAU KEMBANG WALAU BASUH BERKALI KALI..!!  
[Boleh ced dapat barang baru bayer!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!  
Kik link untuk harga promosi > [www.whatsapp.com/message/60706567272](https://www.whatsapp.com/message/60706567272)

See Translation


**BearFoot**  
Published by Ani Nadra · 51m · 45

STOKIN PELBAGAI CORAK DAN WARNA SESUAI UNTUK LELAKI DAN PEREMPUAN!!  
[Boleh ced dapat barang baru bayer!]

- ✓ Kualiti premium, takkan kecut atau kembang walau dibasuh banyak kali.
- ✓ Lembut tak panas, selesa dipakai sepanjang hari dan tak berbau.
- ✓ Banyak pilihan warna, tak bosan dan boleh tukar ganti setiap hari.

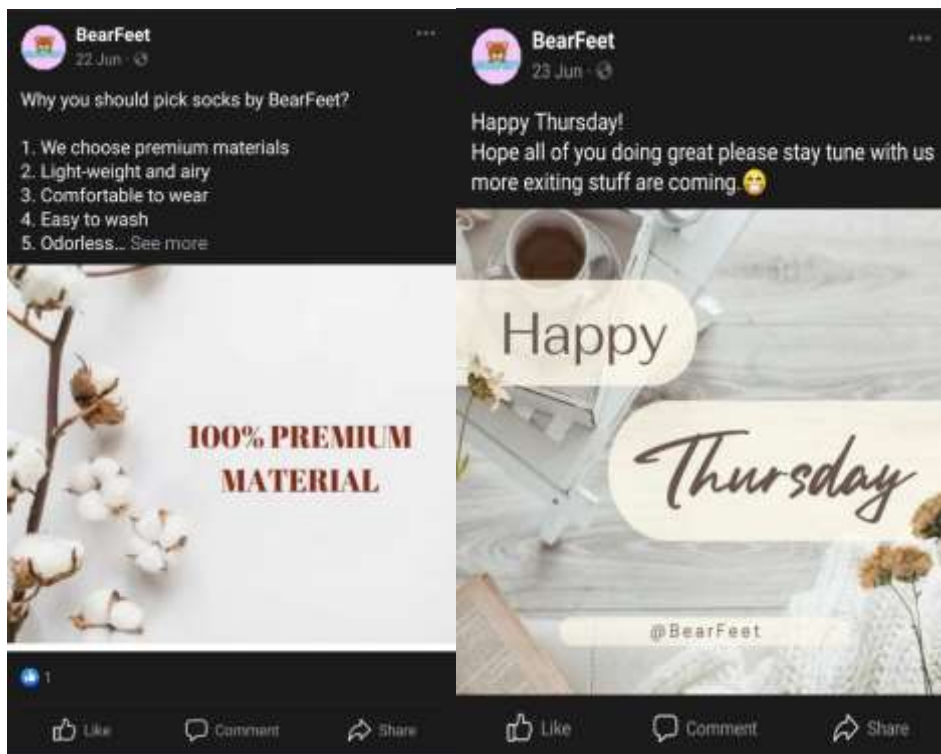
HARGA PROMOSI UTK 100 ORG TERAWAL SAHAJA!  
Kik link untuk harga promosi > [www.whatsapp.com/message/60706567272](https://www.whatsapp.com/message/60706567272)

See Translation

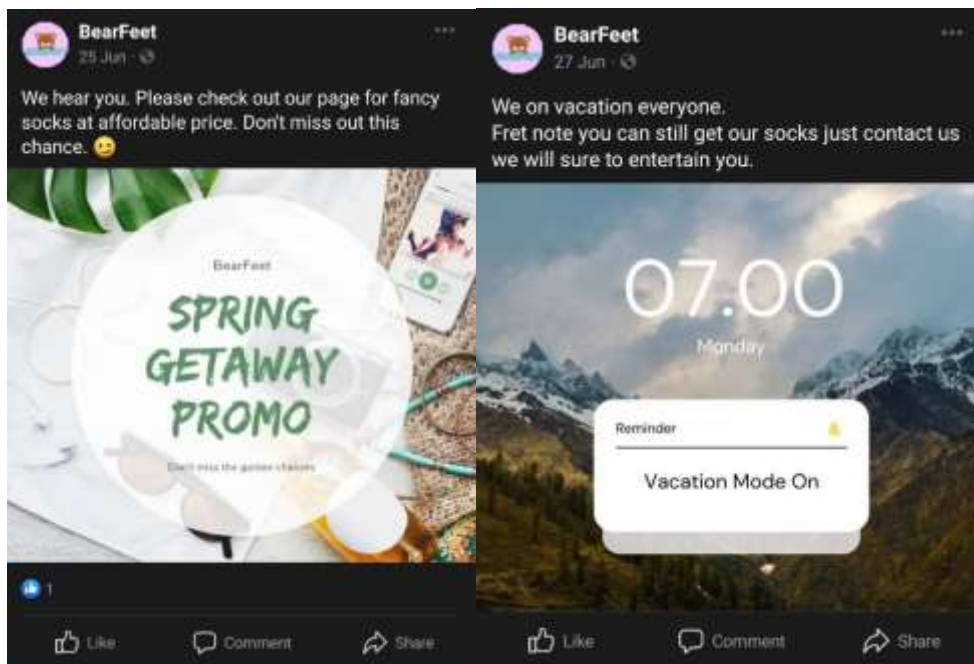


## 6.4 Copywriting - Soft Sell

### Post 1 & 2

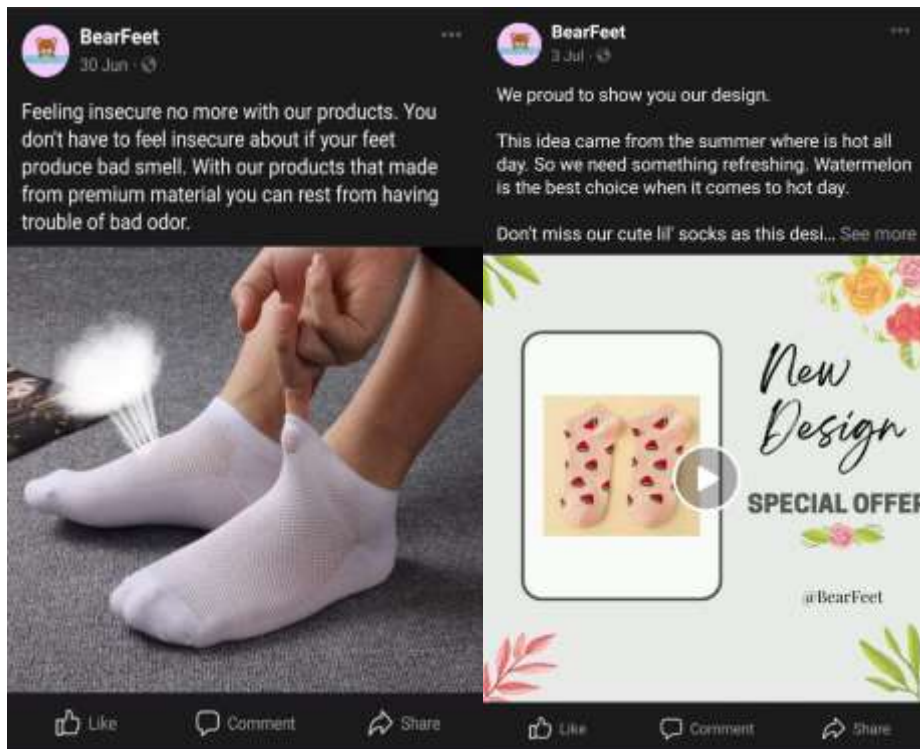


### Post 3 & 4

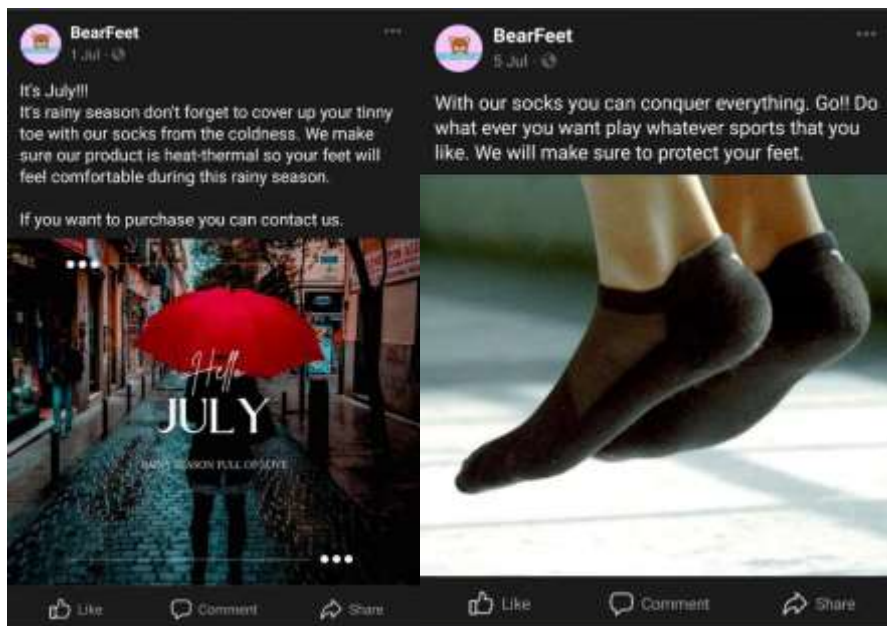




## Post 5 & 6

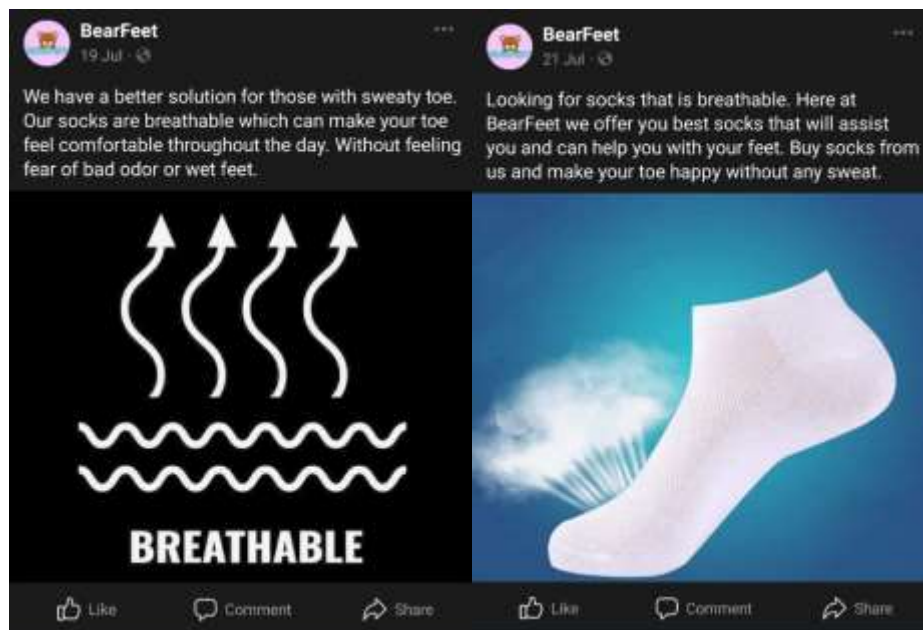


## Post 7 & 8

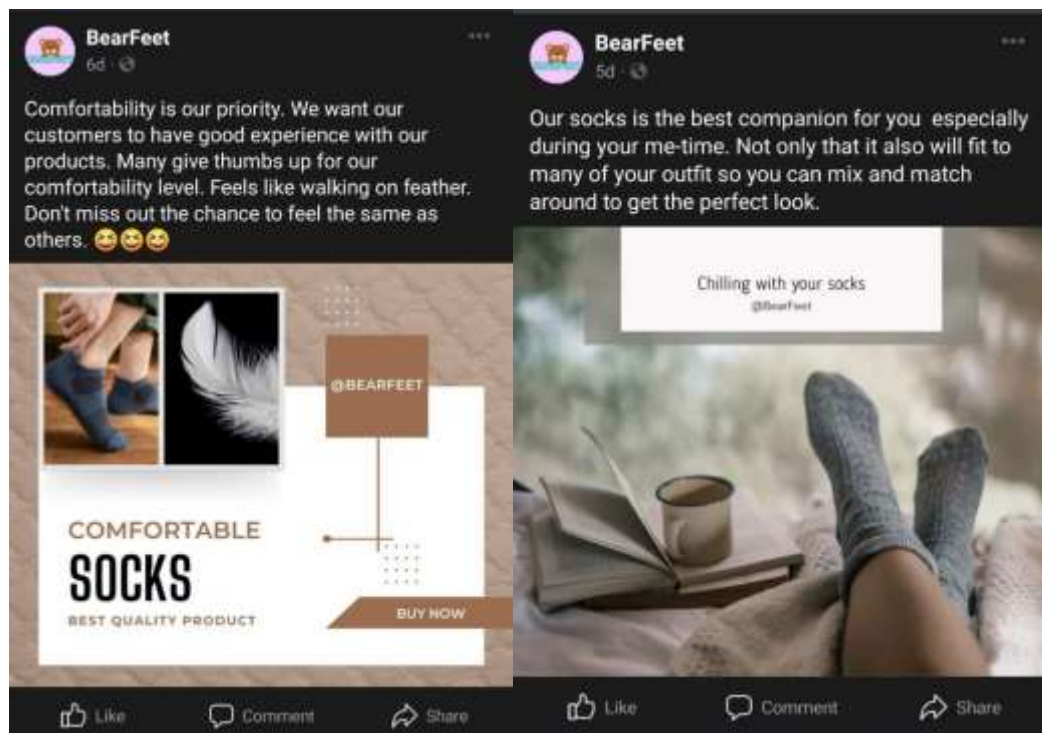




## Post 13 & 14



## Post 15 & 16



## **7.0 Conclusion**

In conclusion, one social media platform where business owners may advertise and promote their brands is Facebook. One company that uses Facebook as its major platform to advertise its goods and draw potential customers is BearFeet. By creating the Facebook page, I am able to raise BearFeet's profile among Facebook users, which will boost sales of my items. The page is very simple to use and accessible to people of all ages and generations. In addition to looking up product details, buyers can place orders by selecting, reserving, and paying for the product.

Moreover, copywriting is the art of selecting the appropriate words and the method of skillfully arranging them to advertise our socks. People's fascination is the fundamental goal of copywriting. An advertisement only works to stimulate people's interest and push their desire to purchase the product. Therefore, it needs to be intriguing and appealing. BearFeet Company's copywriters play a crucial role in our organization because they are the ones that select the ideal term or phrase to appeal to our target market.



## 8.0 Appendix

