



اَوْبُوْدَسِيْتِي تَتِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan
Selangor

UiTM KAMPUS PUNCAK ALAM CAWANGAN SELANGOR

ENT530 PRICIPLES OF ENTREPRENUERSHIP



SOCIAL MEDIA PORTFOLIO

(DREAMY PASTEL)

GROUP

ENT 530K

PREPARED BY:

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PREPARED TO:

RASLAN BIN NORDIN

ACKNOWLEDGEMENT

Above all, we would like to praise and thank the Almighty Allah SWT for giving us the strength because of His blessings we could finish our group assignment that has been given. To our family members that were there to support us to keep on going during the progress until it has been done. Hence, we finally are able to accomplish the task assigned to us. Therefore, this assignment cannot be completed without effort and teamwork from our group members. An honourable mention goes to our group mate because we always work hard to finish up an assignment with our full commitment and responsibility.

Finally, we would like to express our thankfulness to our lecturer Sir Raslan bin Nordin for giving us the opportunity and chance to conduct this written report for our group assignment entitled Social Media Portfolio. Therefore, without his guidance, our assignment cannot be done well like this. The advocates and guides given by him make a good outcome to our assignment. He inspired us greatly to work on this task as well as we thanked him for teaching us in this course.

EXECUTIVE SUMMARY

DREAMY PAZTEL is a business that runs accessories for smartphones which is casing phone. Therefore, we want to introduce a variety of unique and colourful designs that we can sell to the customers. We run this business together from marketing on social media, collecting orders and packing the product. All of the products are sold with a reasonable price so the customer can afford to buy the product and people who love to buy a casing phone for a collection or to use it every day can buy the product.

We choose to sell the casing phone because many people nowadays love to have a unique and colourful casing phone to be used so we are confident to sell this product. The product also is easy for us to handle for packaging and shipping. All of the work can be done at our home and it saves our cost and money.

As we already know, we are using Facebook as our marketing place. By posting about a product and giving extra information to the main account, we can keep track about the engagement with others. The idea of using a good and creative design for each posting can attract others. Indirectly, the others can notice our product and can try the product. The service we give also can attract others to notice our business.

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3.0 E-COMMERCE REGISTRATION AND SSM CERTIFICATE

DREAMY PAZTEL is a legal business and it had been registered under e-commerce and approve by getting SSM certificate.

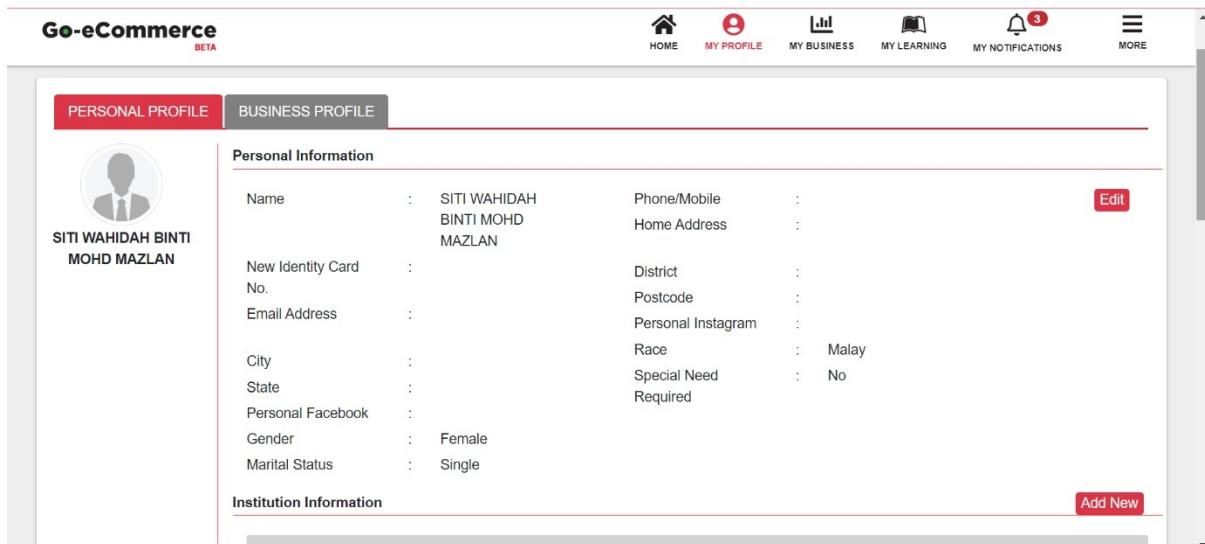


Figure: 3.1

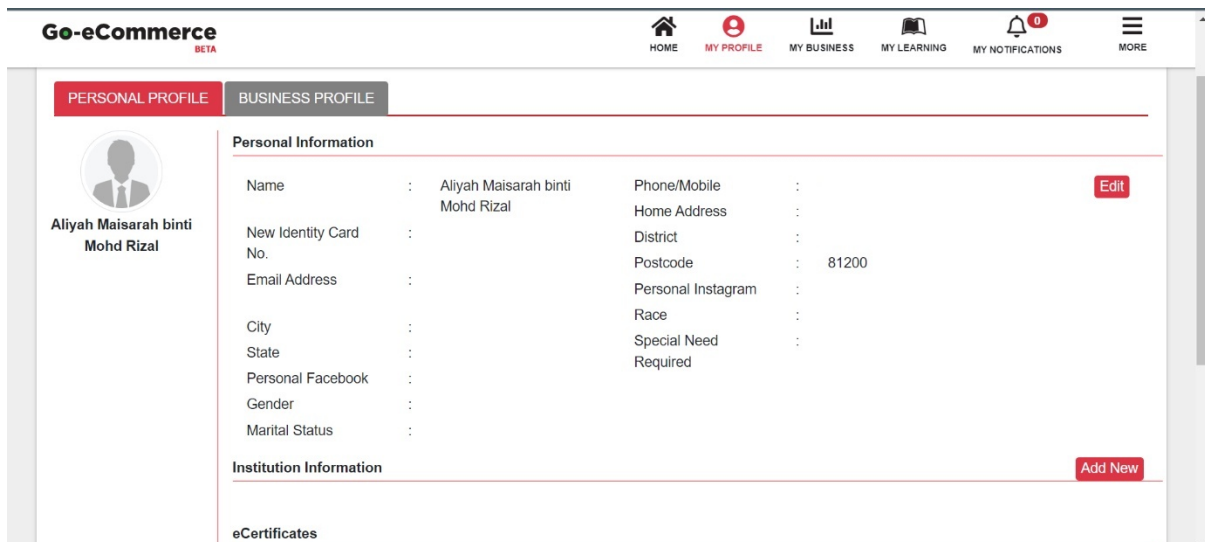


Figure: 3.2

UITM Puncak Alam - Entrepreneurship Semester Mar 2022

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	: 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 Enrollment	:
Month of Internship Enrollment	:	Period of Internship Training	:
Expected Year To Complete Study	: 2024	Expected Month To Complete Study	: 1
Related To Study Field	: Yes		

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

eCertificates

Figure: 3.3



Figure: 3.4

4.0 INTRODUCITON TO BUSINESS

4.1 NAME AND ADDRESS OF BUSINESS

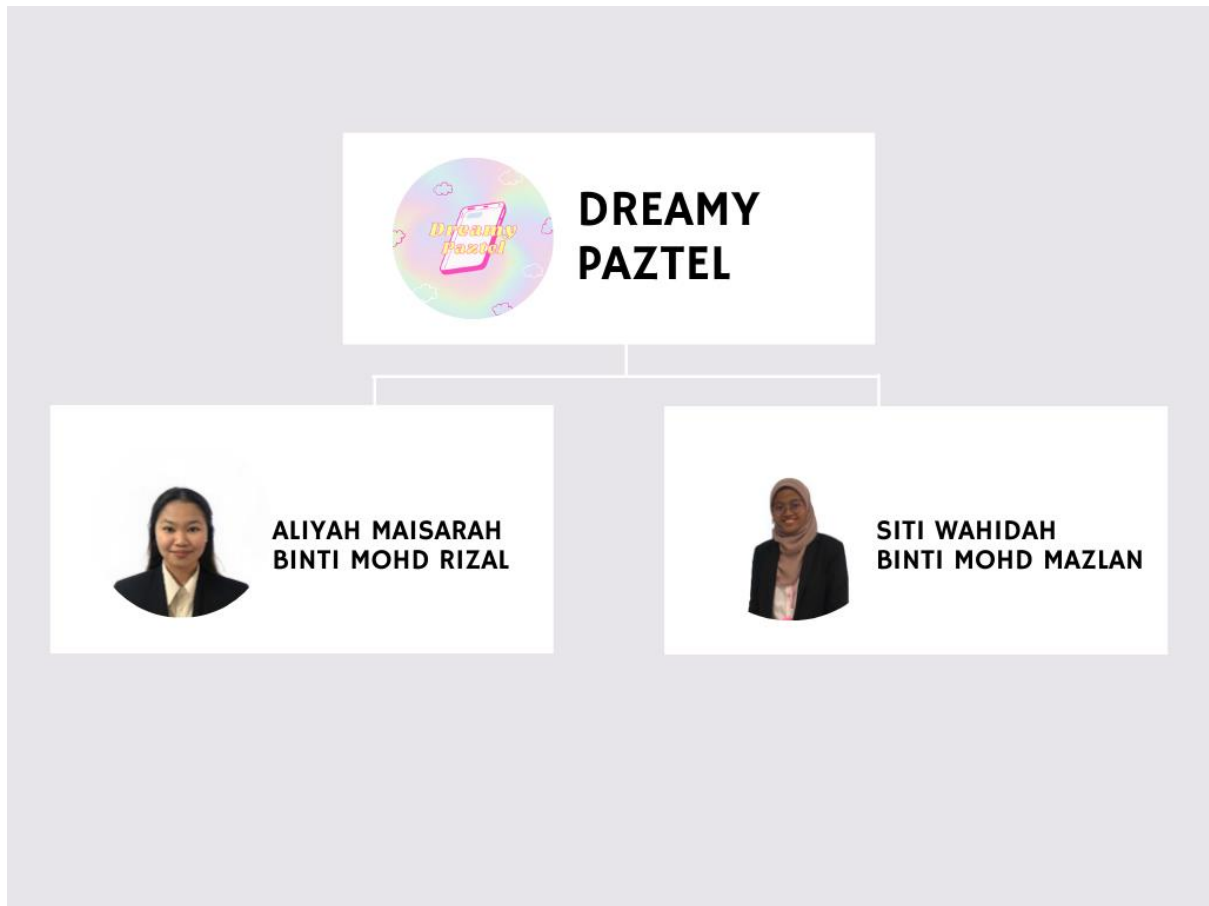
DREAMY PAZTEL is a name that my partner and I had created based on the product that we sell. We sell a variety of pastel casing that not many people sell it near our housing area. We think that, this is a big opportunity for us to sell the pastel casing in our housing area and also nearby area. Our business target is for people that are using a smartphone which is kids, teenagers and adult.



Name of the Business	DREAMY PAZTEL
Types of Business	Partnership
Location of the Business	Johor Baharu, Johor
Phone number	
Email	dreamypaztel@gmail.com
Facebook	Dreamy Paztel
Main Activities	Selling variety of casing phone

4.2 ORGANIZATIONAL CHART

Our business is a partnership so we become a business owner and handle everything together.



4.3 VISION AND MISSION

As we think every business will have their own vision and mission, same goes to DREAMY PAZTEL. Our business also have its own vision, mission and objective. Our target is to achieve all vision, mission and objective.

VISION

- To make the business well known around Malaysia and sustain for a long time.

MISSION

- To be a most popular business for accessories phone among customer
- To give the best customer service to the customer
- To be one of the best seller for casing phone

OBJECTIVE

To offer variety of casing phone with different design and colours to the customers with provide a good service with a reasonable price.

4.4 DESCRIPTION OF PRODUCTS

	DESIGN AND COLOUR OF PRODUCTS
	<p>Design: floral Colour: purple and orange</p>
	<p>Design: floral Colour: blue, pink, soft yellow</p>
	<p>Design: floral Colour: orange</p>
	<p>Design: floral, strawberry Colour: soft green, soft pink</p>
	<p>Design: floral Colour: soft yellow, white, green</p>

Table: 4.4. 1

4.5 PRICE LIST






	PRICE
	RM28
	RM28
	RM28
	RM28
	RM28

Table: 4.4.2

5.0 FACEBOOK

5.1 CREATING FACEBOOK PAGE

As we want to promote our business to many people, we create a Facebook page so that people can notice and aware about our casing phone business. We are using this platform to promote our business by posting some teasers, copywriting which is soft sell and hard sell. When we post it in Facebook, people can also share it with their friends so there will be many other people that will notice our business.

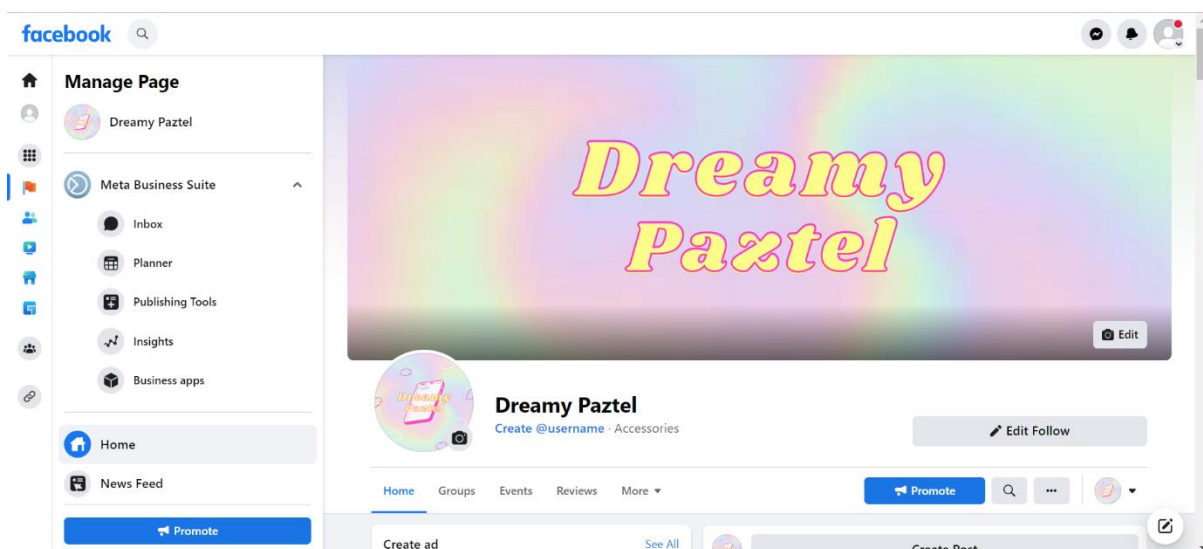


Figure: 5.1.1

5.2 FACEBOOK URL:

<https://www.facebook.com/Dreamy-Paztel-101089779257523>

5.3 TEASER

TEASER 1

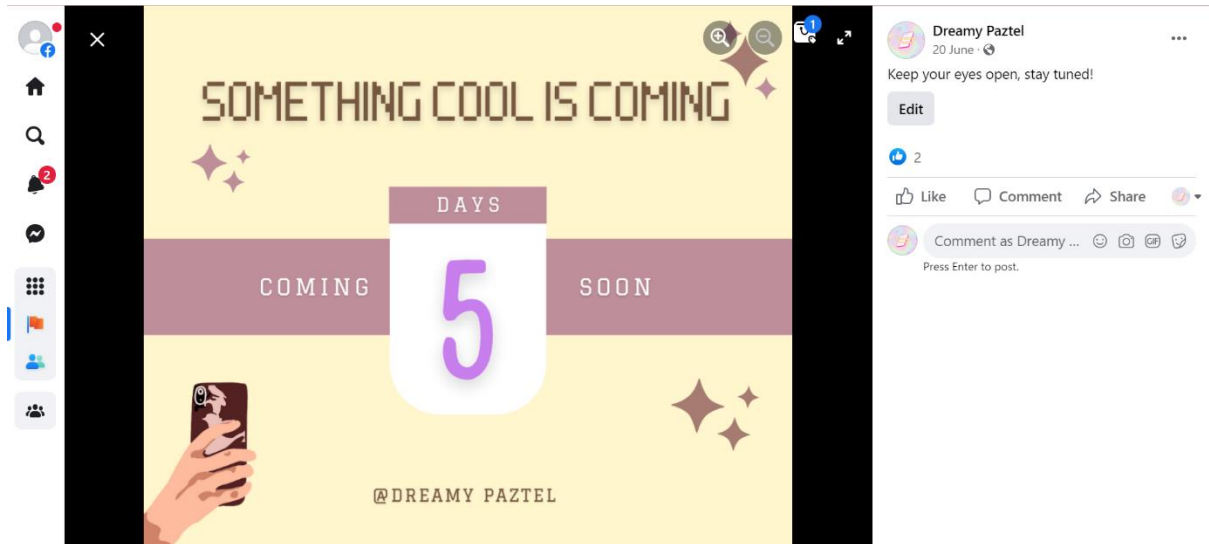


Figure: 5.3.1

TEASER 2

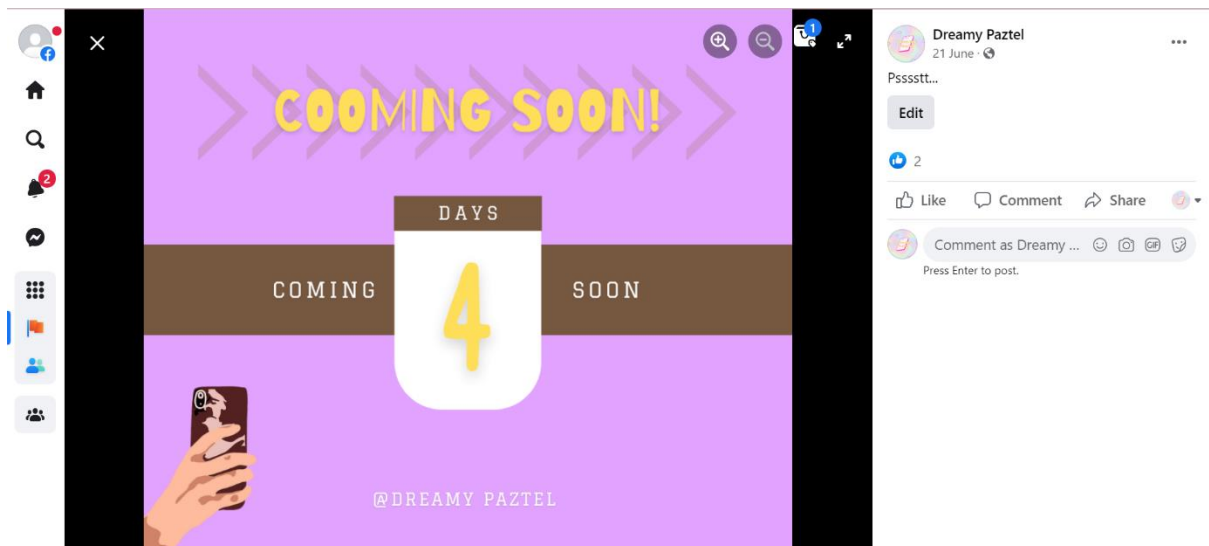


Figure: 5.3.2

TEASER 3



Figure: 5.3.3

TEASER 4

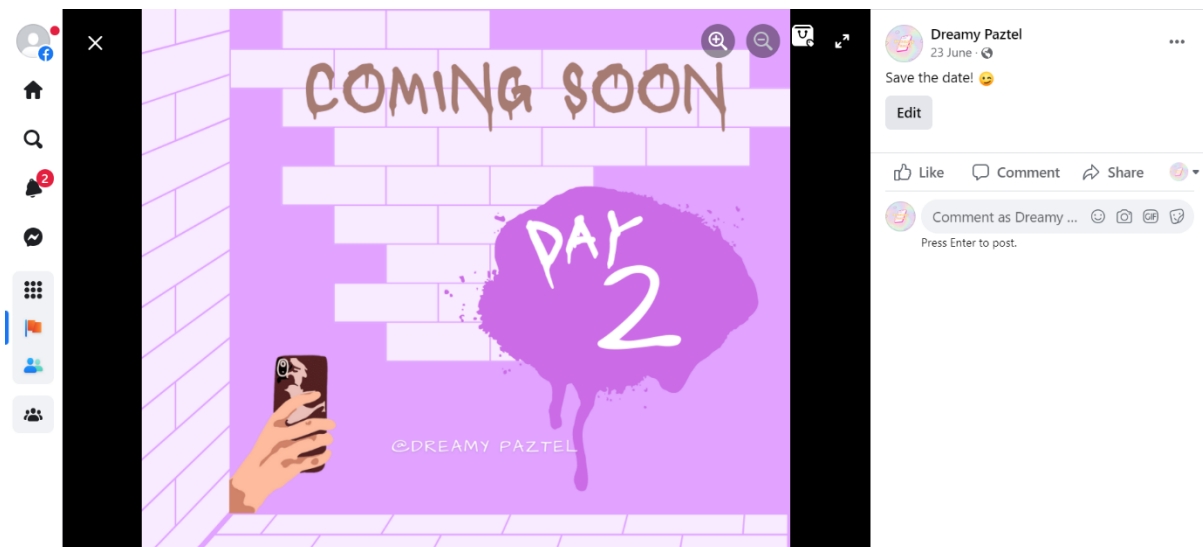


Figure: 5.3.4

TEASER 5

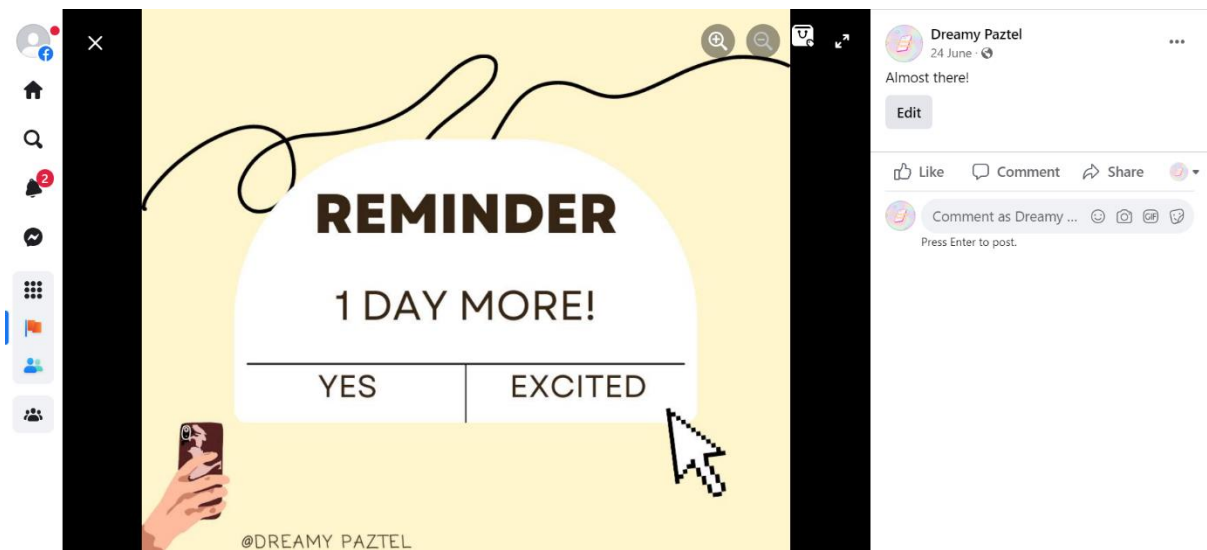


Figure: 5.3.5

TEASER 6

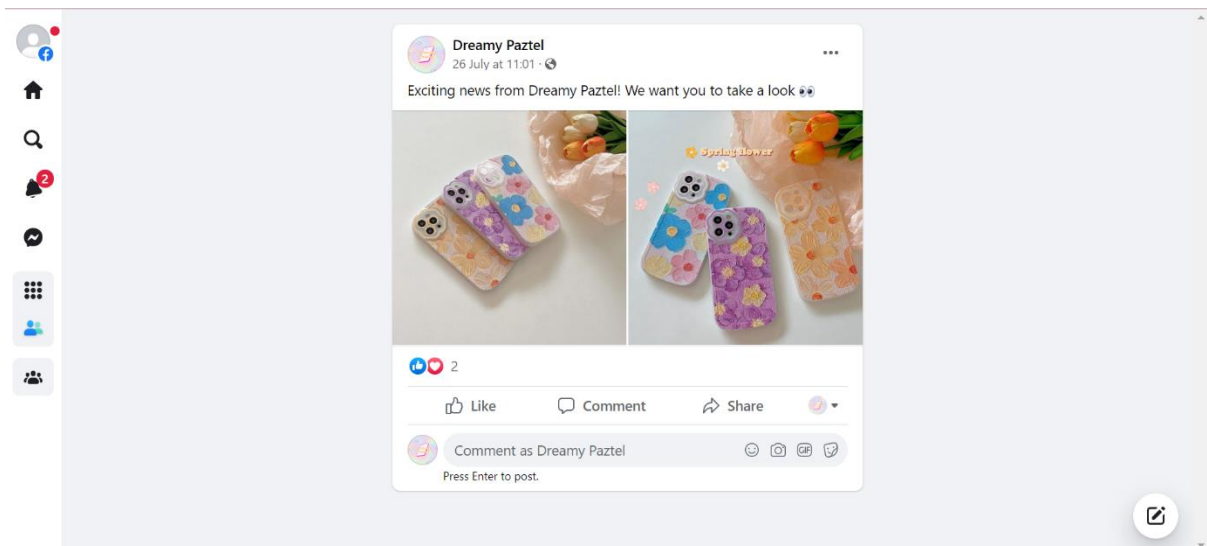


Figure: 5.3.6

TEASER 7

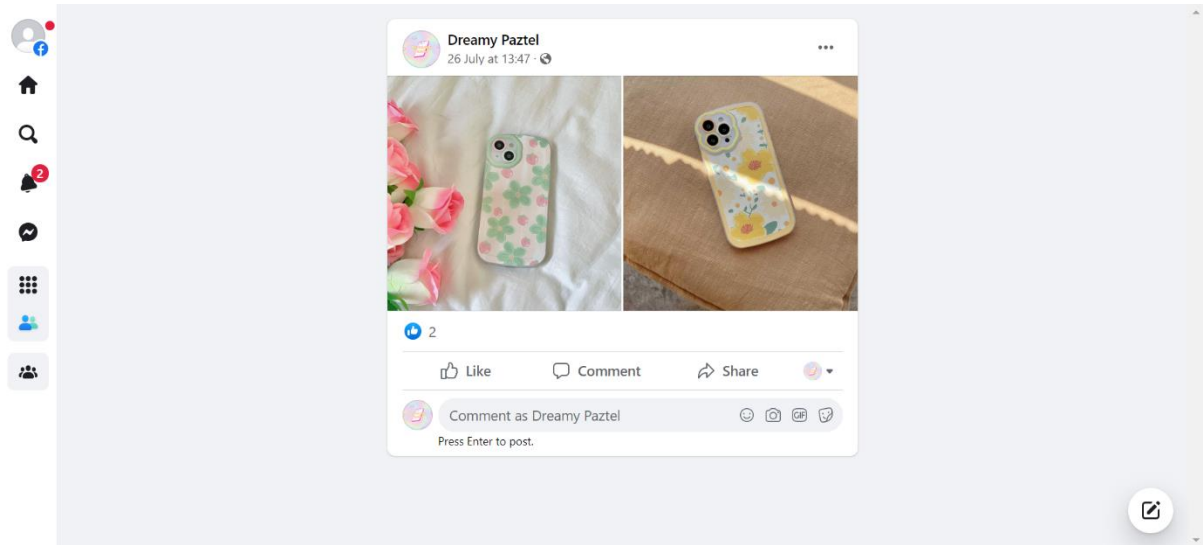


Figure: 5.3.7

5.4 COPYWRITING – SOFTSELL

SOFTSELL 1



Figure: 5.4.1

SOFTSELL 2

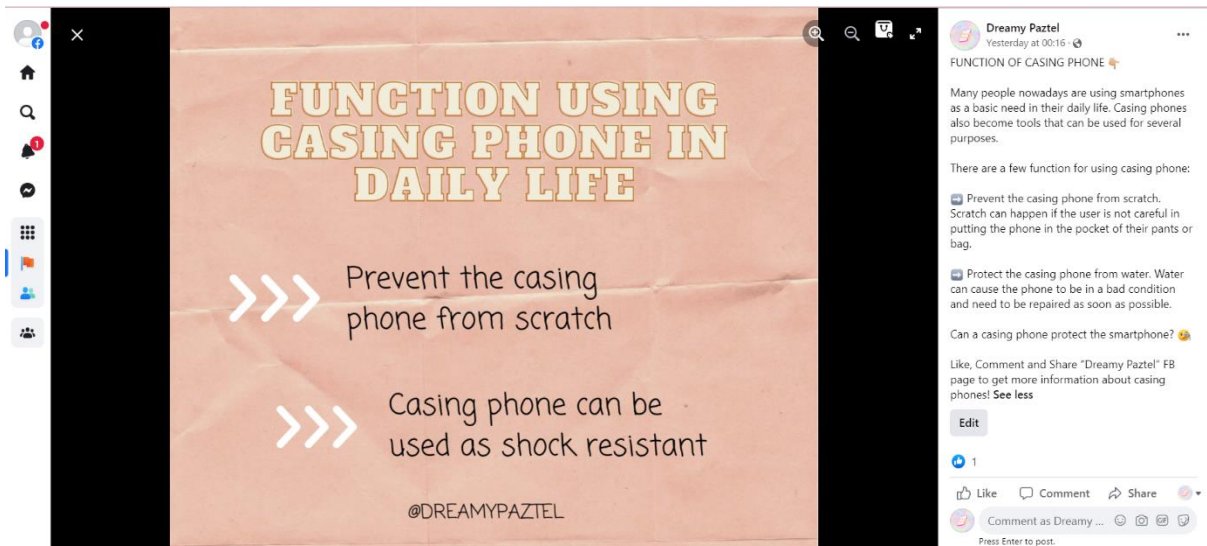


Figure: 5.4.2

SOFTSELL 3

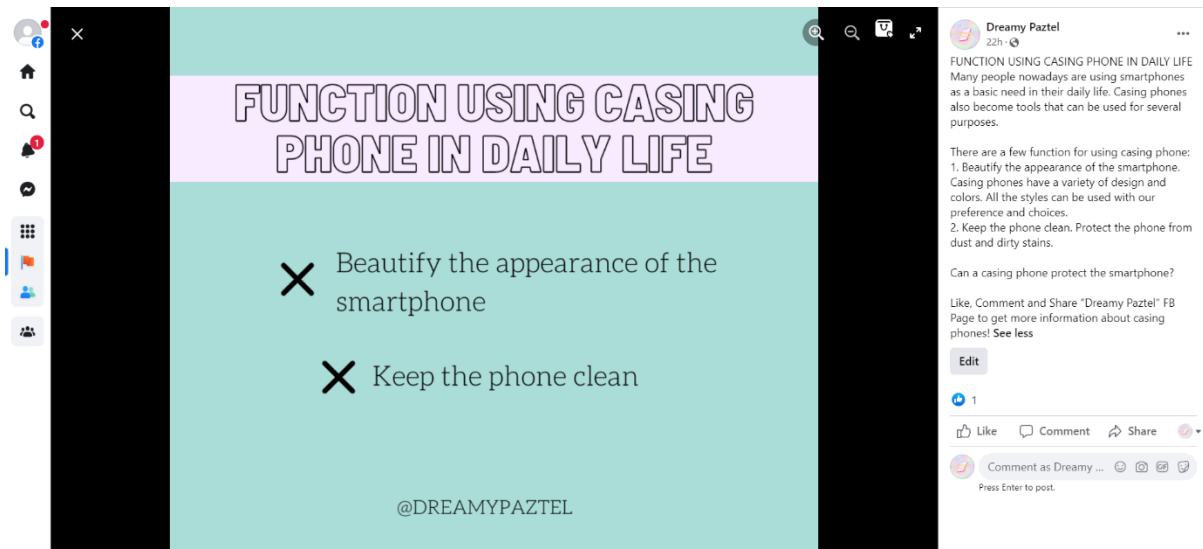


Figure: 5.4.3

SOFTSELL 4



Figure: 5.4.4

SOFTSELL 5

TYPES OF CASING PHONE

HARD CASE

FLIP CASE

@DREAMYPAZTEL

Dreamy Paztel
22h · 🌐

TYPES OF CASING PHONE

There are a variety of casing phone styles. All of the users just need to choose by their preference. All of the casing phones have a different size, design and colors.

Types of casing phone:

1. Hard case
The physical appearance of the casing phone is hard, stiff and strong. It is also good for protecting the smartphone. By that uniqueness, hard cases become a number 1 in accessories for casing phones because it can protect the smartphone of the user.
2. Flip case
For the physical appearance of the casing phone, it resembles a cover book that can be open and close. For the material use, it is usually made from leather and premium original skin.

What types of casing do you prefer?

Like, Comment and Share "Dreamy Paztel" FB Page to get more information about casing phones! [See less](#)

Edit

1 Comment as Dreamy ...
Press Enter to post.

Figure: 5.4.5

SOFTSELL 6

TIPS CHOOSING CASING PHONE

- 1 Determine the type of casing phone
- 2 Function and the design of the casing phone

@DREAMYPAZTEL

Dreamy Paztel
14h · 🌐

HERE'S SOME TIPS

Every smartphone user will have their own casing phone. The tips in choosing a casing phone is important to make sure the casing phone can be useful to the user.

Tips in choosing casing phone:

1. Determine the type of casing phone
There are two types of casing phones which are hard case and soft case. For hard cases it is hard and used to protect the smartphone from scratch. For a soft case, it is softer and gives comfort when the user holds the smartphone and can protect the smartphone from dust and dirty stains.
2. Function and the design of the casing phone
The function of a casing phone is to make sure the casing phone gives a benefit to the user. The smartphone of the user will be more interesting and attractive because of the design and colors.

Do these tips help you in choosing your new casing phone?

Like, Comment and Share "Dreamy Paztel" FB Page to get more information about casing phones. [See less](#)

Comment as Dreamy ...
Press Enter to post.

Figure: 5.4.6

SOFTSELL 7



Figure: 5.4.7

SOFTSELL 8

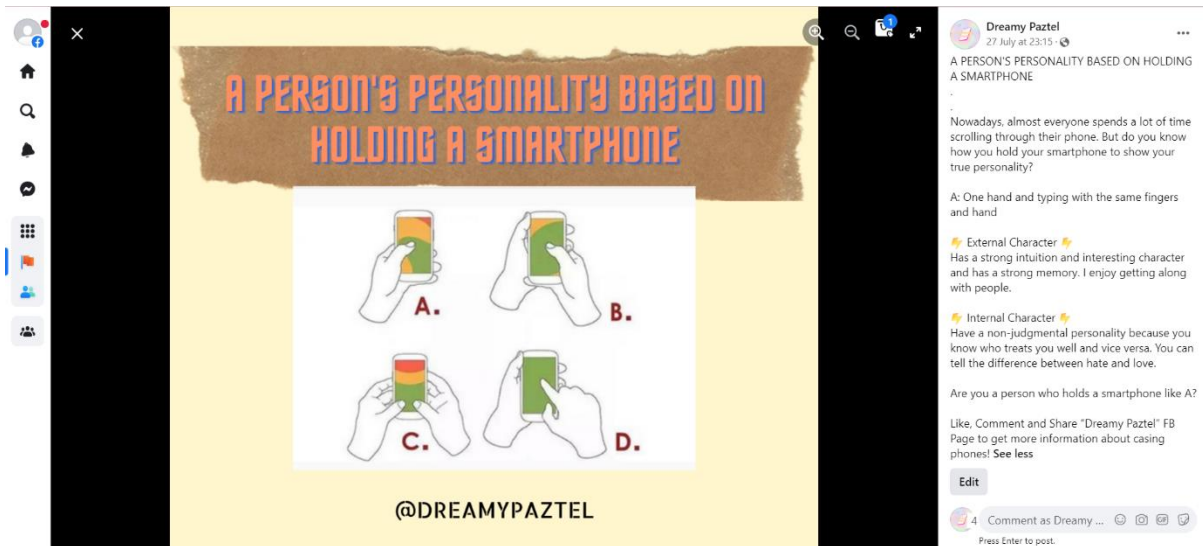


Figure: 5.4.8

SOFTSELL 9



Figure: 5.4.9

SOFTSELL 10



Figure: 5. 4.10

SOFTSELL 11

A PERSON'S PERSONALITY BASED ON HOLDING A SMARTPHONE

A. B. C. D.

@DREAMYPAZTEL

Dreamy Paztel 10h

A PERSON'S PERSONALITY BASED ON HOLDING A SMARTPHONE

Nowadays, almost everyone spends a lot of time scrolling through their phone. But do you know how you hold your smartphone to show your true personality?

D: One hand and typing with the index finger of the other hand

External Character
Very creative, intelligent, sharp minded. Realistic, loves beauty and art, has sensual attention and sometimes thinks too much.

Internal Character
You're the type of person who prefers to keep quiet and not say anything, but that's your charm. You are willing to sacrifice for others so that they are not hurt. Sometimes your words hurt too much but you don't mean it that way.

Are you a person who holds a smartphone like D?

Like, Comment and Share "Dreamy Paztel" FB Page to get more information about casing phones! [See less](#)

Comment as Dreamy ...
Press Enter to post.

Figure: 5.4.11

SOFTSELL 12

ARE YOU A PASTEL PERSON?

@DREAMYPAZTEL

Dreamy Paztel 2h

IF YES

COME AND GET YOURS NOW ON OUR ONLINE SHOP!

Don't forget to Like, Comment and Share "Dreamy Paztel" FB Page to get more information about casing phones!

Edit

Like Comment Share

Comment as Dreamy ...
Press Enter to post.

Figure: 5.4.12

SOFTSELL 13

WORD SEARCH GAMES!

K	D	E	S	I	G	N	P	L	C
M	R	K	L	N	I	D	R	S	A
T	E	V	F	L	I	P	U	J	S
O	A	Y	E	L	L	O	W	F	I
L	M	E	F	B	S	S	F	B	N
Y	Y	P	A	S	T	E	L	G	G
E	P	J	V	F	F	S	O	S	B
C	A	H	S	W	S	G	R	C	V
X	Z	U	I	R	B	N	A	R	C
N	T	R	P	V	C	E	L	A	S
T	E	H	A	R	D	Y	U	T	A
P	L	Q	W	E	D	L	O	C	E
A	Z	P	U	R	P	L	E	H	F

@DREAMYPAZTEL

Dreamy Paztel
2h · 🌐

LETS DO WORD SEARCH GAMES 🤔🤔🤔

What you guys need to do is find 10 words that related with our business which is:

DREAMY PAZTEL DESIGN, PASTEL PURPLE, FLORAL, CASING, HARD, FLIP, SCRATCH, YELLOW

Can you name it?

Like, Comment and Share "Dreamy Paztel" FB Page to get more information about casing phones! [See less](#)

Edit

Like Comment Share

Comment as Dreamy ...

Press Enter to post.

Figure: 5.4.13

SOFTSELL 14

100

WORD SEARCH ANSWERS!!!

K	D	E	S	I	G	N	P	L	C
M	R	K	L	N	I	D	R	S	A
T	E	V	F	L	I	P	U	J	S
O	A	Y	E	L	L	O	W	F	I
L	M	E	F	B	S	S	F	B	N
Y	Y	P	A	S	T	E	L	G	G
E	P	J	V	F	F	S	O	S	B
C	A	H	S	W	S	G	R	C	V
X	Z	U	I	R	B	N	A	R	C
N	T	R	P	V	C	E	L	A	S
T	E	H	A	R	D	Y	U	T	A
P	L	Q	W	E	D	L	O	C	E
A	Z	P	U	R	P	L	E	H	F

@DREAMYPAZTEL

Dreamy Paztel
2h · 🌐

HI GUYSSS, WE WILL GIVE THE ANSWER FOR THE WORD SEARCH GAMES 🌟🌟

10 words that need to find are???

👉👉👉👉

DREAMY PAZTEL DESIGN, PASTEL PURPLE, FLORAL, CASING, HARD, FLIP, SCRATCH, YELLOW

What score did you get?
If 10/10 CONGRATULATIONS 🎉🎉🎉

Like, Comment and Share "Dreamy Paztel" FB Page to get more information about casing phones! [See less](#)

Edit

Like Comment Share

Comment as Dreamy ...

Press Enter to post.

Figure: 5.4.14

SOFTSELL 15



Figure: 5.4.15

SOFTSELL 16

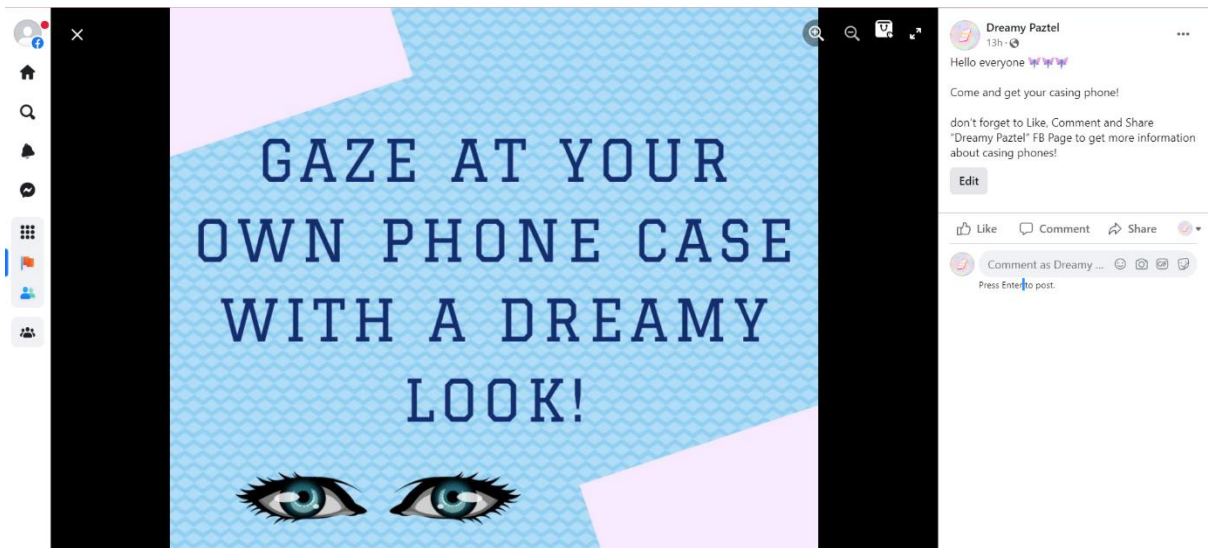


Figure: 5.4.16

5.5 COPYWRITING – HARDSHELL

HARDESELL 1

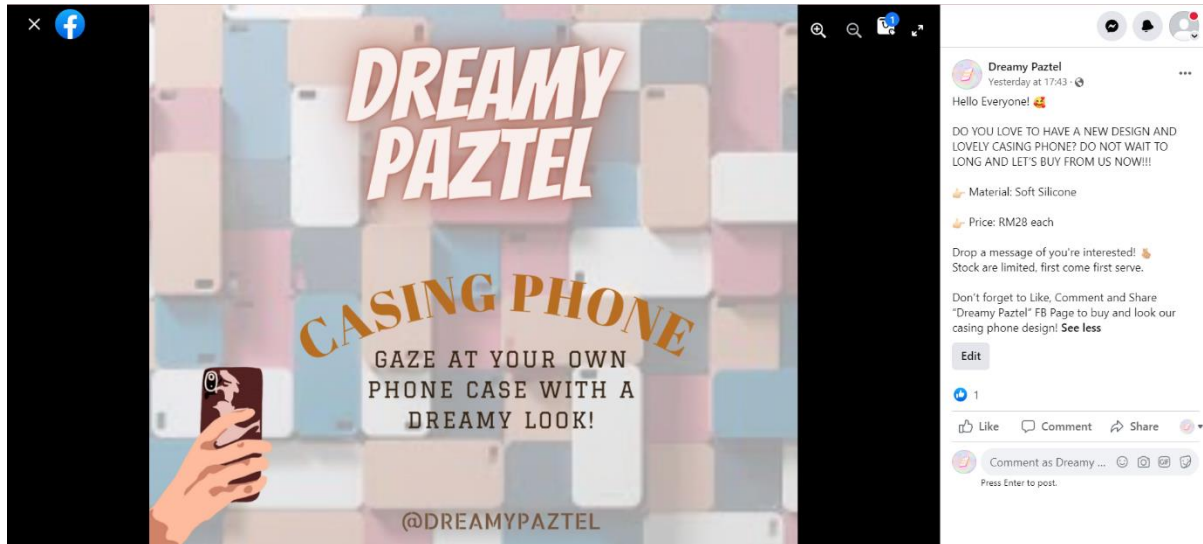


Figure: 5.5.1

HARDESELL 2



Figure: 5.5.2

HARDSSELL 3



Figure: 5.5 3

HARDSSELL 4



Figure: 5.5.4

HARDSSELL 5



Figure: 5.5.5

HARDSSELL 6



Figure: 5.5.6

HARDESELL 7



The image displays a Facebook advertisement for phone cases. The main graphic features five phone cases with various floral patterns in purple, green, orange, yellow, and blue. The text reads "CASING PHONE" and "@DREAMY PAZTEL". The price is prominently displayed as "RM 28!!! EACH". To the right, a screenshot of the Facebook post shows the user "Dreamy Paztel" with the text: "Hello Everyone!", "DO YOU LOVE TO HAVE A NEW DESIGN AND LOVELY CASING PHONE? DO NOT WAIT TO LONG AND LET'S BUY FROM US NOW!!!", "Material: Soft Silicone", "Price: RM28 each", "Drop a message of you're interested! 🥰🥰🥰 Stock are limited, first come first serve.", and "Don't forget to Like, Comment and Share 'Dreamy Paztel' FB Page to buy and look our casing phone design! See less".

Figure: 5.5.7

HARDESELL 8



The image displays a Facebook advertisement for phone cases. The main graphic features five phone cases with various floral patterns in purple, green, orange, yellow, and blue. The text reads "CASING PHONE" and "@DREAMYPAZTEL". The price is prominently displayed as "RM 28!!! EACH". There is an "Order Now" button. To the right, a screenshot of the Facebook post shows the user "Dreamy Paztel" with the text: "Hi Everyone! 🍀🍀🍀", "DO YOU LOVE TO HAVE A NEW DESIGN AND LOVELY CASING PHONE? DO NOT WAIT TO LONG AND LET'S BUY FROM US NOW!!!", "Material: Soft Silicone", "Price: RM28 each", "Drop a message of you're interested! 🥰 Stock are limited, first come first serve.", and "Don't forget to Like, Comment and Share 'Dreamy Paztel' FB Page to buy and look our casing phone design! See less".

Figure: 5.5.8

HARDSSELL 9



Figure: 5.5.9

HARDSSELL 10

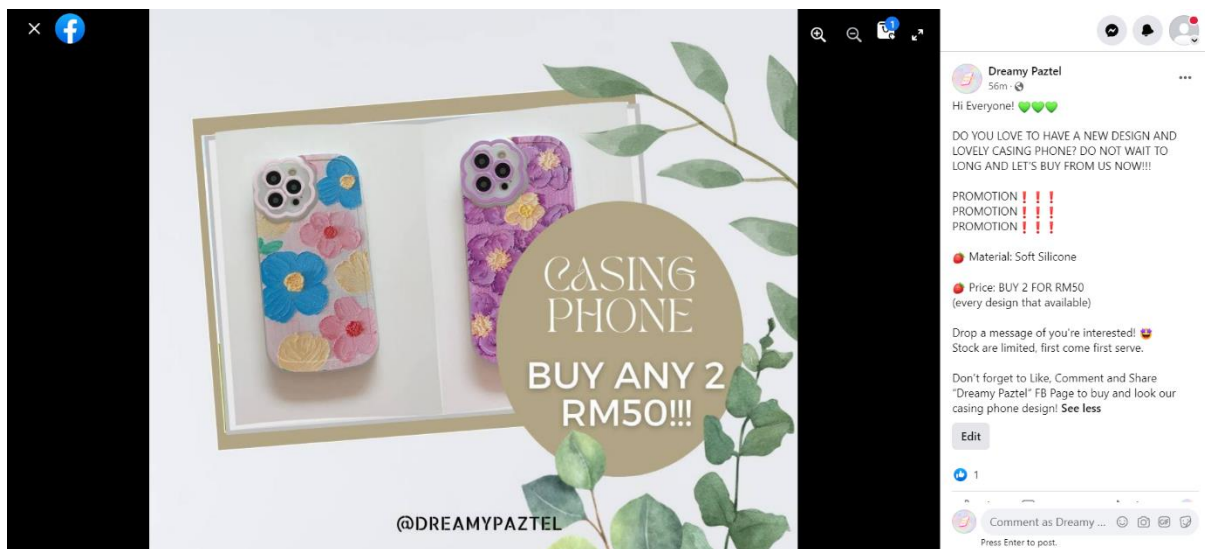


Figure: 5.5.10

HARDSSELL 11

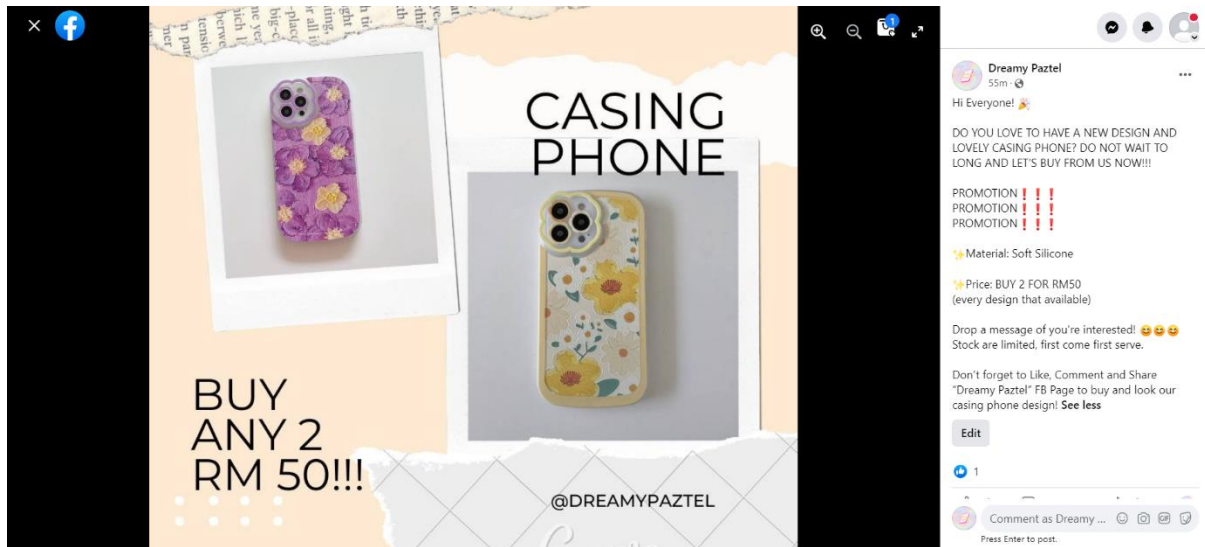


Figure: 5.5.11

HARDSSELL 12



Figure: 5.5.12

HARDSSELL 13

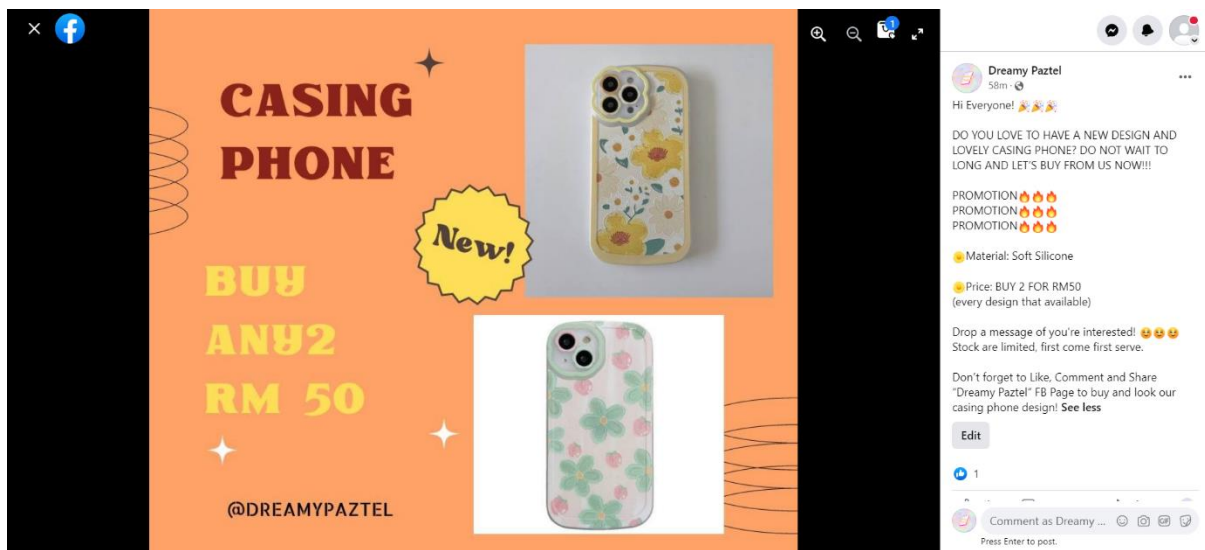


Figure: 5.5.13

HARDSSELL 14



Figure: 5.5.14

HARDSSELL 15

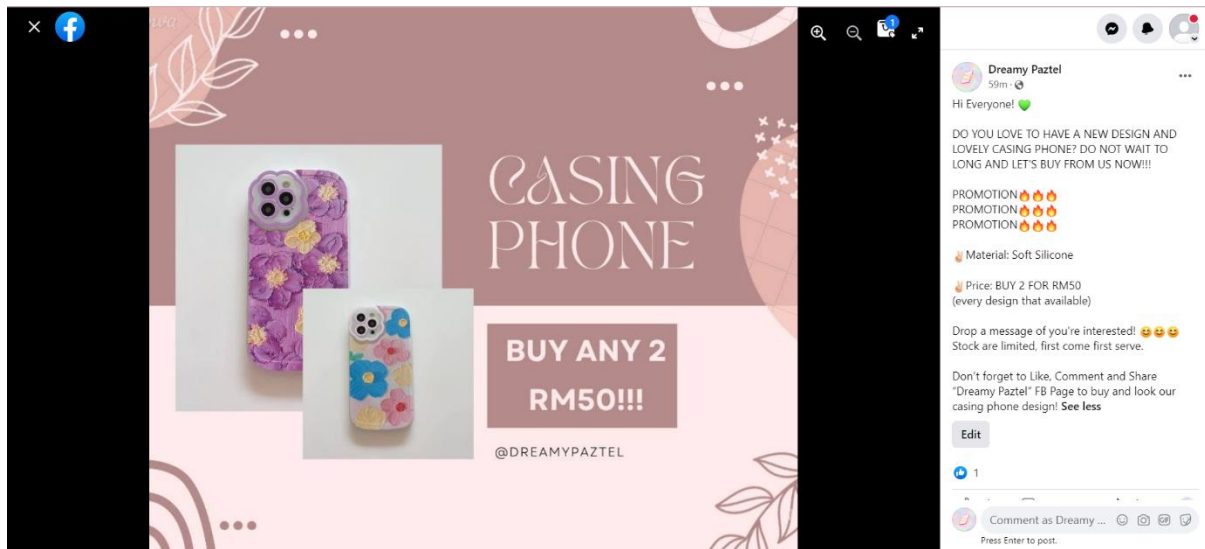


Figure: 5.5.15

HARDSSELL 16

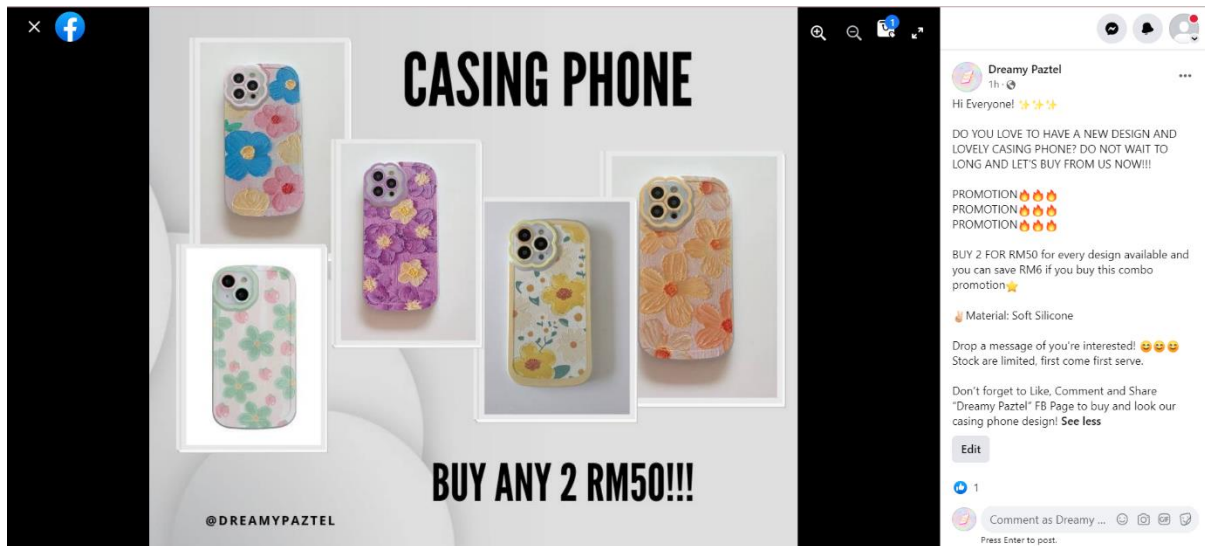


Figure: 5.5.16

5.6 FREQUENCY POSTING

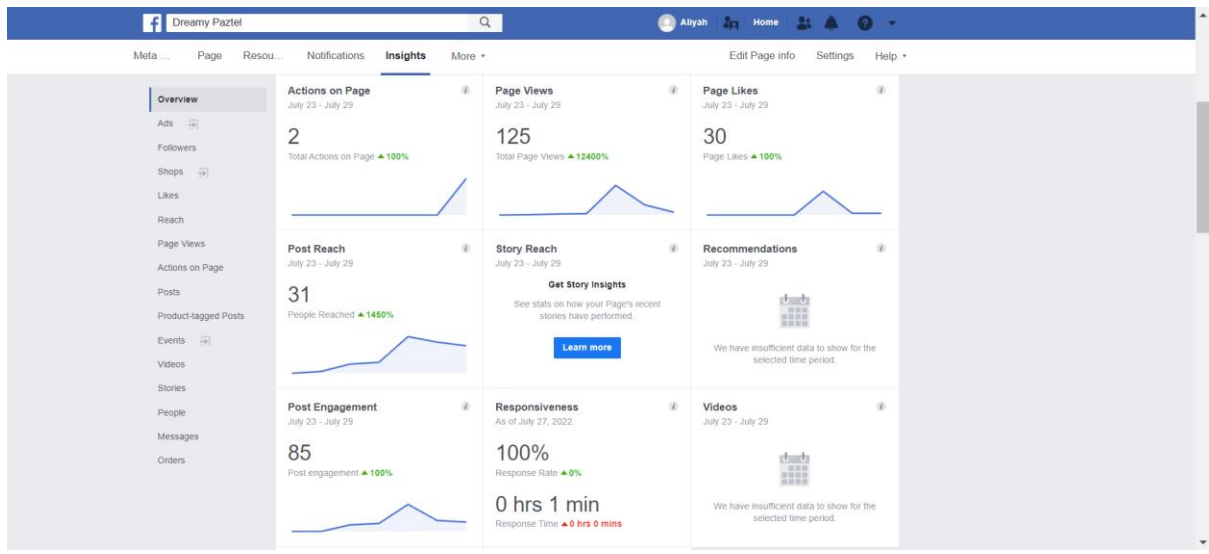


Figure: 5.6.1

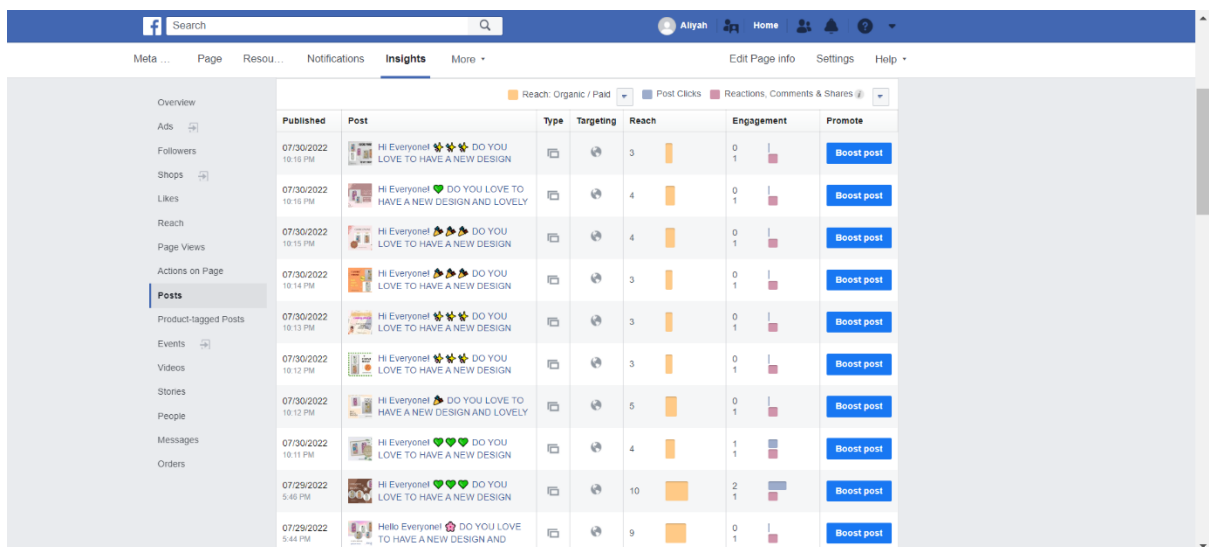


Figure: 5.6.2

Date	Time	Post Content	Reactions	Comments	Shares	Engagement	Boost Post
07/30/2022	10:11 PM	Hi Everyone! ❤️❤️❤️ DO YOU LOVE TO HAVE A NEW DESIGN	4	0	1	1	Boost post
07/29/2022	5:45 PM	Hi Everyone! ❤️❤️❤️ DO YOU LOVE TO HAVE A NEW DESIGN	10	0	2	1	Boost post
07/29/2022	5:44 PM	Hello Everyone! 📱 DO YOU LOVE TO HAVE A NEW DESIGN AND	9	0	1	1	Boost post
07/29/2022	5:44 PM	Hi Guys! 🌟 DO YOU LOVE TO HAVE A NEW DESIGN AND LOVELY	8	0	0	0	Boost post
07/29/2022	5:44 PM	Hi Guys! 🌟 DO YOU LOVE TO HAVE A NEW DESIGN AND LOVELY	12	0	1	1	Boost post
07/29/2022	5:43 PM	Hello Everyone! 📱 DO YOU LOVE TO HAVE A NEW DESIGN AND	10	0	1	1	Boost post
07/29/2022	5:43 PM	Hi Everyone! ❤️❤️❤️ DO YOU LOVE TO HAVE A NEW DESIGN	10	0	1	1	Boost post
07/29/2022	5:43 PM	Hello Everyone! 📱 DO YOU LOVE TO HAVE A NEW DESIGN AND	11	0	1	1	Boost post
07/29/2022	5:43 PM	Hello Everyone! 📱 DO YOU LOVE TO HAVE A NEW DESIGN AND	8	0	5	1	Boost post
07/29/2022	8:17 AM	Hello everyone 📱📱📱 Come and get your casing phone! don't forget to	8	0	1	0	Boost post
07/29/2022	8:15 AM	Hi guys 📱📱📱 Come and get your casing phone! Don't forget to Like.	6	0	0	0	Boost post

Figure: 5.6.3

Date	Time	Post Content	Reactions	Comments	Shares	Engagement	Boost Post
07/29/2022	8:14 AM	HI GUYSSS, WE WILL GIVE THE ANSWER FOR THE WORD	5	0	1	0	Boost post
07/29/2022	8:12 AM	LET'S DO WORD SEARCH GAMES 🧐🧐🧐 What you guys need to do	6	0	0	0	Boost post
07/29/2022	8:10 AM	IF YES 📱 COME AND GET YOURS NOW ON OUR ONLINE SHOP! Don't	6	0	1	0	Boost post
07/28/2022	11:31 PM	A PERSON'S PERSONALITY BASED ON HOLDING A	11	0	0	0	Boost post
07/28/2022	11:30 PM	A PERSON'S PERSONALITY BASED ON HOLDING A	10	0	1	1	Boost post
07/28/2022	11:28 PM	A PERSON'S PERSONALITY BASED ON HOLDING A	9	0	0	0	Boost post
07/27/2022	11:15 PM	A PERSON'S PERSONALITY BASED ON HOLDING A	24	0	2	5	Boost post
07/27/2022	11:15 PM	HERE'S SOME TIPS 🌟 The tips in choosing a casing phone is important	20	0	1	4	Boost post
07/27/2022	9:02 PM	HERE'S SOME TIPS 🌟 Every smartphone user will have their own	19	0	1	4	Boost post
07/27/2022	1:35 PM	TYPES OF CASING PHONE There are a variety of casing phone styles.	15	0	1	5	Boost post
07/27/2022	1:29 PM	TYPES OF CASING PHONE There are a variety of casing phone styles.	12	0	1	4	Boost post

Figure: 5.6.4

Meta ...	Page	Resou...	Notifications	Insights	More -	Edit Page info	Settings	Help -
1:29 PM	Alter a variety of Casag phone sizes							
07/27/2022 1:29 PM	FUNCTION USING CASING PHONE IN DAILY LIFE Casag phones also			13	0	4	Boost post	
07/27/2022 12:16 AM	FUNCTION OF CASING PHONE Many people nowadays are using			13	1	4	Boost post	
07/27/2022 12:14 AM	Like, Comment, and Share 'Dreamy Paztel' FB page to get more			12	1	4	Boost post	
07/26/2022 1:47 PM	Photos from Dreamy Paztel's post			15	1	5	Boost post	
07/26/2022 11:01 AM	Exciting news from Dreamy Paztel! We want you to take a look 📸			18	5	5	Boost post	
06/24/2022 11:37 PM	Almost there!			11	2	1	Boost post	
06/23/2022 9:19 PM	Save the date! 🗓️			10	0	1	Boost post	
06/22/2022 6:47 PM	Stay tuned!			13	0	2	Boost post	
06/21/2022 9:31 PM	Psssst...			11	0	3	Boost post	
06/20/2022 8:26 PM	Keep your eyes open, stay tuned!			9	2	3	Boost post	
04/18/2022 2:23 PM	Dreamy Paztel			0	0	1	Boost post	

Figure: 5.6.5

CONCLUSION

As a conclusion, DREAMY PAZTEL is a business that sell a variety design and colourful casing phone to fulfil the customer demand that want something new in the market. By using a good material for the casing phone, it can attract others customer to buy the casing phone.

We can conclude that by using Facebook as a platform, we can promote our product to customer easier as people nowadays are mostly will use social media to buy a products. We also learn how to make a good and creative teaser and poster for each posting to make sure the customer feel eager and the customer have an interest to buy the product.

We also learn about copywriting for soft sell and hard sell based on A.I.D.A concept. It helps in making a sentence when we want to promote or giving extra information to the customers about our product. The concept is easier to follow and makes the sentence smooth to be read by the customers.

Therefore, we are able to achieve a few customer to buy our product and we hope that our product can be well known by the others on the future.