



PRINCIPLES OF ENTREPRENEURSHIP (ENT530)
PROJECT TITLE: SOCIAL MEDIA PORTFOLIO (40%)

FACULTY & PROGRAMME: COLLEGE OF CREATIVE ARTS (CAAD234)

NAME:

1. NUR KHADIJAH ZAIFA BINTI KAMARUZAMAN (2021834536)
2. NUR MAHANI BINTI KHALID (2021829202)

LECTURER: MDM NORFAZLINA GHAZALI

ACKNOWLEDGEMENT

We begin by expressing our sincerest gratitude to Allah and His blessings for granting us the ability to successfully accomplish this assignment. Throughout this journey, we acknowledge and value the opportunities, challenges, and blessings that have guided us.

We would like to extend our deepest appreciation to our esteemed lecturer, Madam Norfazlina Ghazali, for her invaluable assistance, understanding, and patience in imparting knowledge to us. Without her guidance, we would not have gained the essential concepts necessary for completing this assignment. We are truly grateful for her unwavering motivation and encouragement, which inspired us to complete our case study report.

Our heartfelt thanks are also due to our families, whose unwavering support and encouragement have played a pivotal role in the successful completion of this assignment. Their belief in our abilities has been a constant source of motivation.

Additionally, we would like to express our gratitude to our partners who assisted each of us in the completion of this assignment. Their collaborative efforts have been instrumental in achieving the desired outcome.

Lastly, we extend our sincere appreciation to everyone who supported our assignment by liking our Facebook page. Your support played a significant role in helping us meet the criteria and attain our objectives. We are truly grateful for your assistance and the time you dedicated to our project. Thank you.

EXECUTIVE SUMMARY

As part of the Principle of Entrepreneurship (ENT530) course at Universiti Teknologi Mara (UiTM), we have created a small business called AkakHK. AkakHK is a business owned by Nur Mahani binti Khalid and Nur Khadijah Zaifa binti Kamaruzaman, specializing in selling accessories primarily for ladies. Our business aims to leverage social media, particularly Facebook, as the main platform to attract online customers, raise awareness, and boost sales.

To promote Akak HK effectively, we will utilize various Facebook marketing strategies. These strategies include teaser posts, hard-sell copywriting, and soft-sell sale postings. By implementing these techniques, we aim to engage with potential customers and drive sales through our Facebook page.

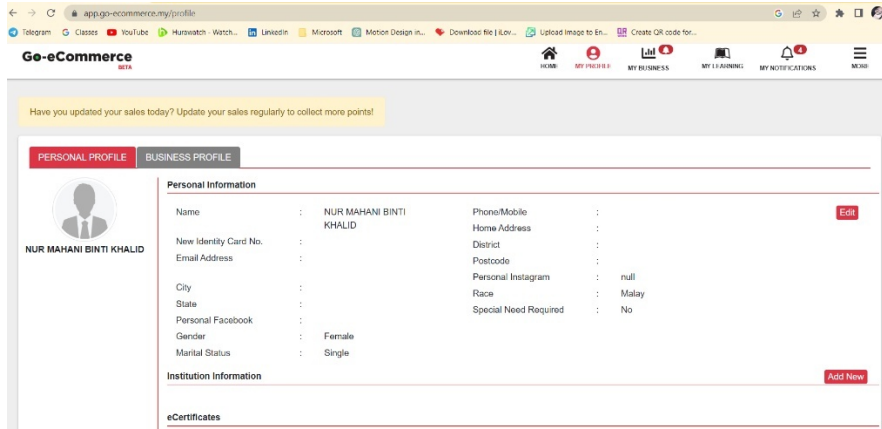
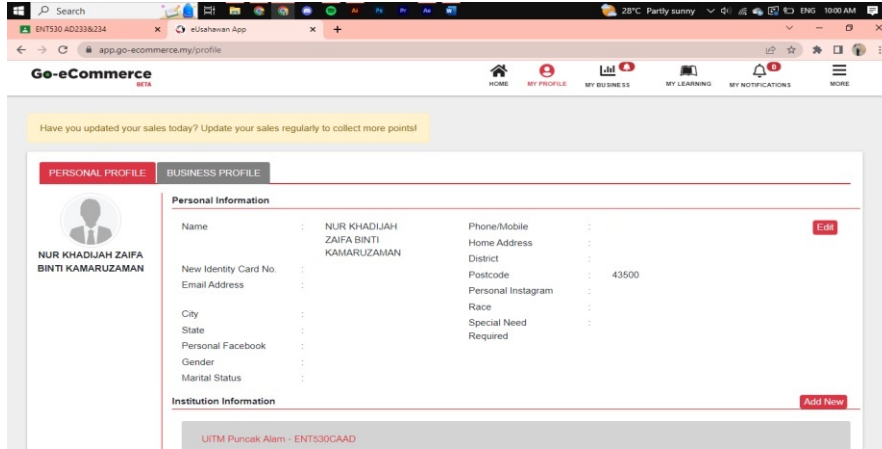
As part of a social media portfolio assignment, we have formed a pair group where each student is required to find a product and conduct an online marketing campaign for a small business using Facebook. AkakHK's mission is to inspire women to live life on their own terms and pursue their dreams passionately. We strive to achieve sustainable fashion and contribute to the protection of our environment.

Through AkakHK, we aim to provide women with trendy and fashionable accessories while promoting a sense of empowerment and environmental consciousness. Our focus on social media marketing allows us to reach a wider audience and establish a strong online presence. By successfully implementing our strategies, we anticipate increased customer engagement, brand awareness, and sales growth for AkakHK.

TABLE OF CONTENT

	Page
1.0 GoeCommerce Registration	3
2.0 MyENT Certificate	4
3.0 SSM Registration	5 - 7
4.0 Introduction of business	
4.1 Name & address business	7
4.2 Organization Chart	8
4.3 Mission & Vision	8 - 9
4.4 Description product/service	9
5.0 Price List	9 - 10
6.0 Facebook	
6.1 Creating Facebook Page	10
6.2 Customizing URL FB page	11
6.3 FB Post	
6.3.1 Teaser	11- 12
6.3.2 Copywriting (hard sell)	12 - 14
6.3.3 Copywriting (soft sell)	15 - 17
7.0 Relevant graphic for each post	17
8.0 Sales Report	18 - 19
9.0 Conclusion	20

1.0 GoeCommerce Registration



2.0 MyENT Certificate



3.0 SSM Registration

The screenshot shows the user profile page for NUR KHADIJAH ZAIFA BINTI KAMARUZAMAN. The navigation bar includes HOME, MY BUSINESS SERVICES, MY PAYMENT HISTORY, OTHER SERVICES, and USER PROFILE. The user's name is displayed in the top right corner. The main content area is divided into two sections: Registration Information and User Information.

Registration Information	
Reference No.	EZ02202305230172
Username	KHADIJAHZAIFA
Email	

User Information	
Name	NUR KHADIJAH ZAIFA BINTI KAMARUZAMAN
ID Type	ID No (e.g 800101055014) Colour
	NRIC

The screenshot shows the user profile page for NUR MAHANI BINTI KHALID. The navigation bar includes HOME, MY BUSINESS SERVICES, MY PAYMENT HISTORY, OTHER SERVICES, and USER PROFILE. The user's name is displayed in the top right corner. The main content area is divided into two sections: Registration Information and User Information. A red banner at the top of the content area reads "Pelanggan yang dihormati, dimaklumkan terdapat". The date and time "July 14, 2023 19: 4:57" are also visible.

View User Profile

Registration Information	
Reference No.	EZ02202305231513
Username	HANY302001
Email	

User Information	
Name	NUR MAHANI BINTI KHALID
ID Type	ID No (e.g 800101055014) Colour
	NRIC
Nationality	MALAYSIAN

4.0 Introduction of business

4.1 Name & address business

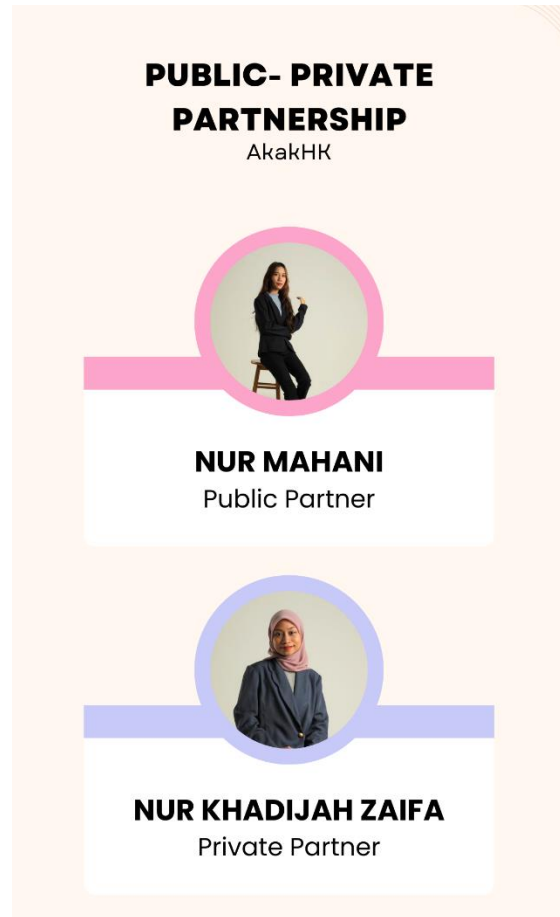


Akak HK is a small business venture founded by two business partners, Hani and Khadijah, who are students at UiTM Puncak Alam. The name Akak HK is derived from the combination of their names, with "H" representing Hani and "K" representing Khadijah. The term "Akak" translates to "sister" in Malay, reflecting the friendly and approachable nature of the business. Akak HK primarily focuses on selling trendy accessories for ladies, including a variety of options for both free hair and hijab styles, such as hairclips. Additionally, the business offers other items like cute pattern socks that are suitable for both formal and informal occasions. One of the distinguishing factors of Akak HK is its affordability, making it an ideal choice for students.

Since its establishment on 17th May 2023, Akak HK has primarily relied on Facebook and WhatsApp as its main platforms to connect with customers. The Facebook page serves as the primary online marketplace for the business, where customers can browse through and purchase their desired accessories. The utilization of WhatsApp enables direct and personalized communication with customers, allowing for inquiries, order placements, and delivery coordination. By leveraging these online platforms, Akak HK aims to provide a convenient and accessible shopping experience for its customers while ensuring efficient customer service.

Customers can conveniently place orders through these channels, and the business provides postage services within Malaysia. Notably, for the convenience of UiTM Puncak Alam students, Akak HK also offers Cash On Delivery (COD) services. With a strong online presence and a focus on accessibility, Akak HK aims to provide a seamless shopping experience for its customers while maintaining affordability and quality in its product offerings.

4.2 Organization Chart



AkakHK is a partnership-based business. This is since the business is fresh and only just got established. As consequently, the organisational structure of AkakHK just incorporates the two partnerships; public and private.

4.3 Mission & Vision

Mission

“Our mission at Akak HK is to empower individuals to express their unique beauty and enhance their personal style through a curated collection of high-quality beauty accessories. We strive to be a trusted destination where customers can find the perfect accessories to elevate their beauty routines and embrace their individuality. Our mission is to inspire confidence, creativity, and self-expression, while providing exceptional customer service and a delightful shopping experience.”

Vision

“to become the go-to destination for beauty enthusiasts seeking the latest trends and timeless classics in beauty accessories. We aim to create a vibrant community of beauty lovers, where they can discover new styles, share their passion, and explore a wide range of accessories that cater to diverse tastes and preferences. We envision a future where everyone can confidently express their unique beauty, aided by the perfect accessory that adds that extra touch of glamour and personality. Through innovation, curation, and customer-centricity, we strive to make a symbol of style, inspiration, and inclusivity in the world of beauty.”

4.4 Description product/service

Our product is a true embodiment of elegance and sophistication. This stunning piece is meticulously crafted to adorn the wearer with an enchanting allure that effortlessly captivates the attention of all who behold it. Crafted from the finest materials, this jewelry accessory ensures longevity and durability, making it a cherished heirloom piece that can be passed down through generations. Every element, from the clasp to the chain, is meticulously designed and constructed with precision, ensuring both beauty and functionality.

5.0 Price List

Here's a price list for our accessory products:

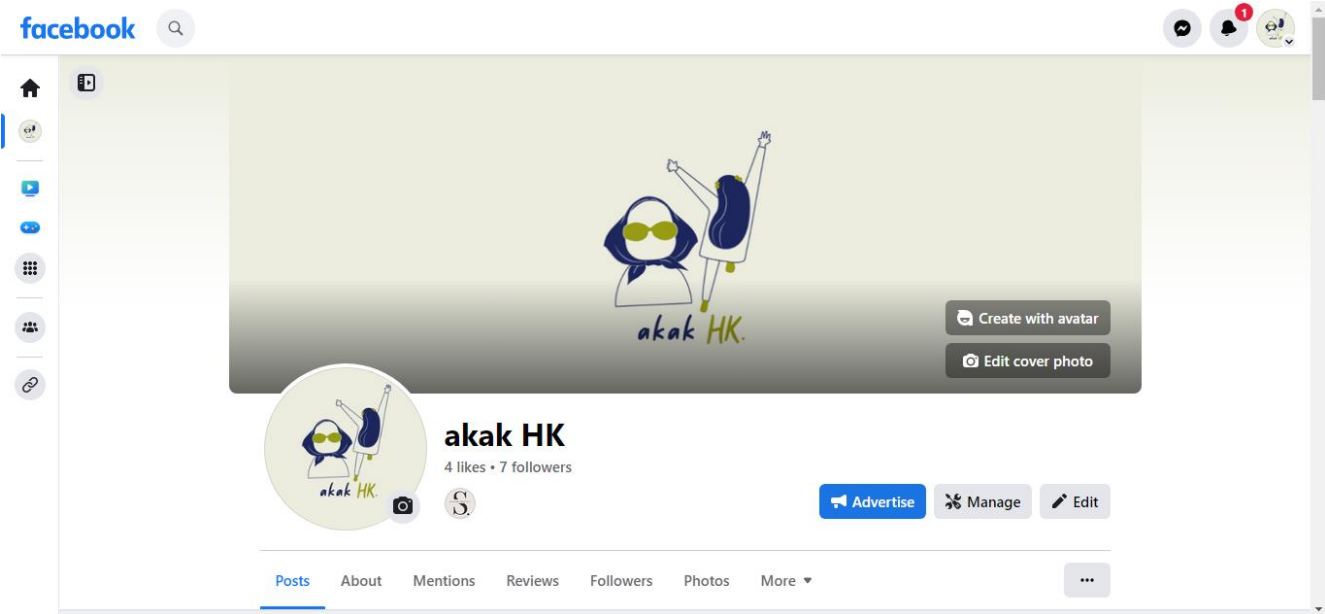
No	Item	Price (RM)
1	Ring Brooch (Silver)	RM8 3 pcs
2	Ring Brooch (Rose Gold)	RM8 3 pcs
3	Ring Brooch (Gold)	RM8 3 pcs
4	Mini Brooch (flowers)	RM1 per pcs
5	Mini Brooch (Basic)	RM1 per pcs
6	Mini Brooch (Premium)	RM2 per pcs
7	Mini Brooch (Cartoon)	RM1 per pcs
8	Hair Clip (basic)	RM4 per pcs
9	Hair Clip (Colorful)	RM4 4 pcs
10	Hair Clip Claw (Basic)	RM 4 6 pcs

11	Hair Clip Claw (Premium)	RM6 4 pcs
12	Mini Hair Clip (Flowers)	RM6 5 pcs
13	Mini Hair Clip (Butterfly)	RM 6 5 pcs
14	Scrunchie (Basic)	RM1.50 per pcs
15	Scrunchie (Satin)	RM1.50 per pcs
16	Scrunchie (Set)	RM 5 4pcs
17	Basic Socks	RM3 per pair
18	Premium Socks (colorful basic)	RM4 per pair
19	Premium Socks (pattern)	RM4 per pair
20	Premium Socks (High)	RM6 per pair

6.0 Facebook

6.1 Creating Facebook Page

As we are starting our business, we created a Facebook Page. This is to promote our product and service among Facebook (FB) users and students that want to look stylish with a affordable budget, especially those who are nearby to our business area.

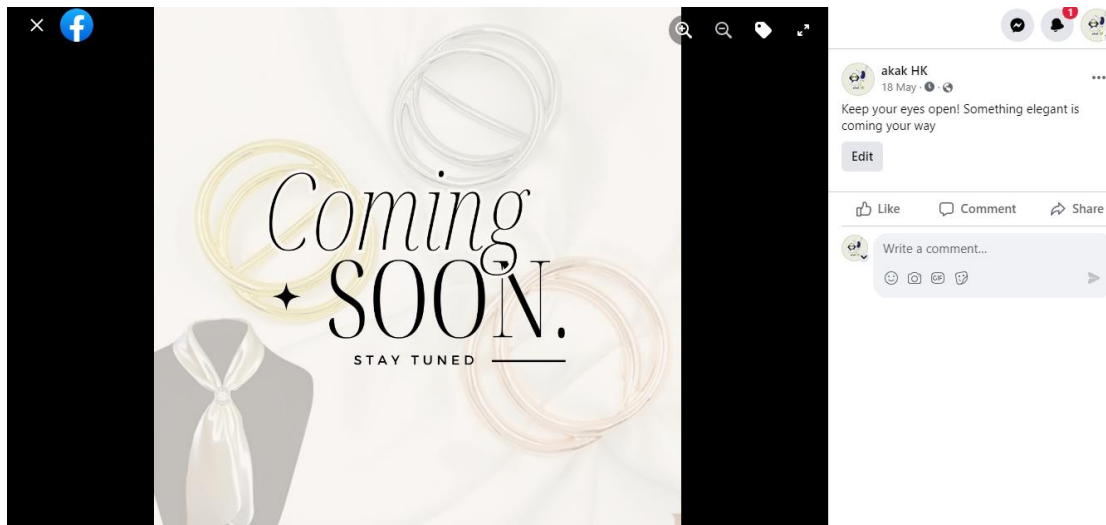
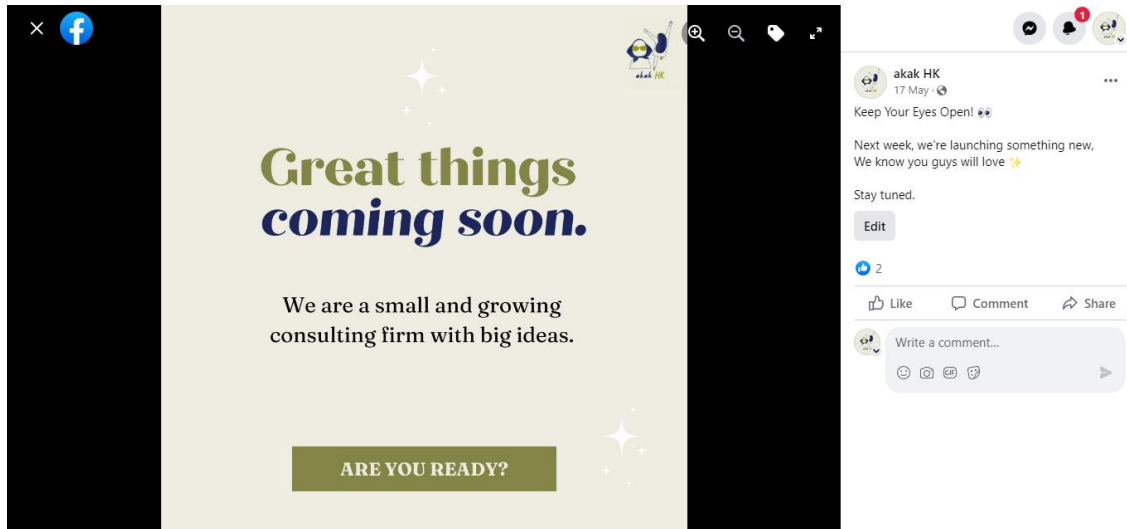


6.2 Customizing URL FB page

Facebook (FB) Page URL: <https://www.facebook.com/akakHKawak>

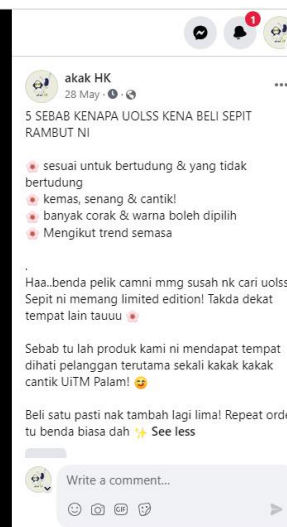
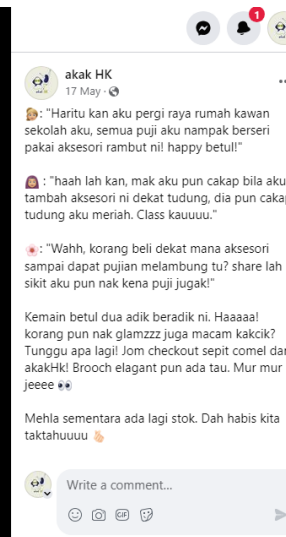
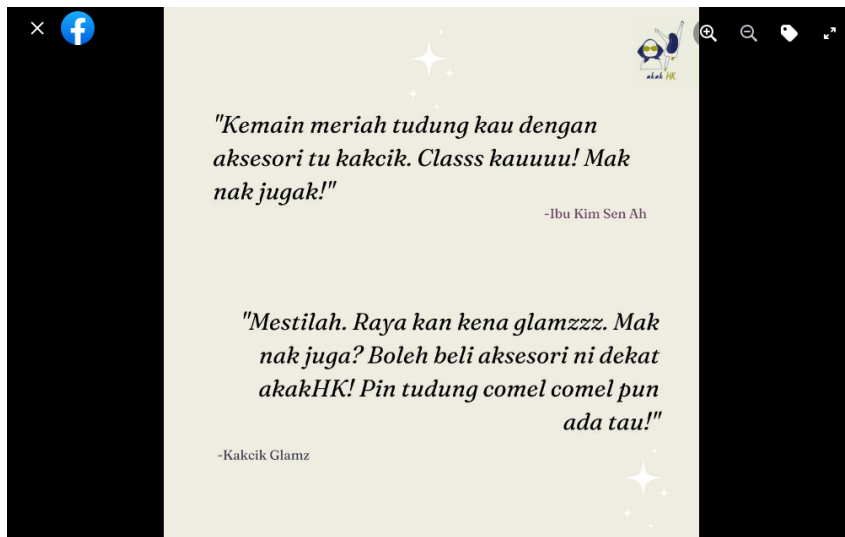
6.3 FB Post

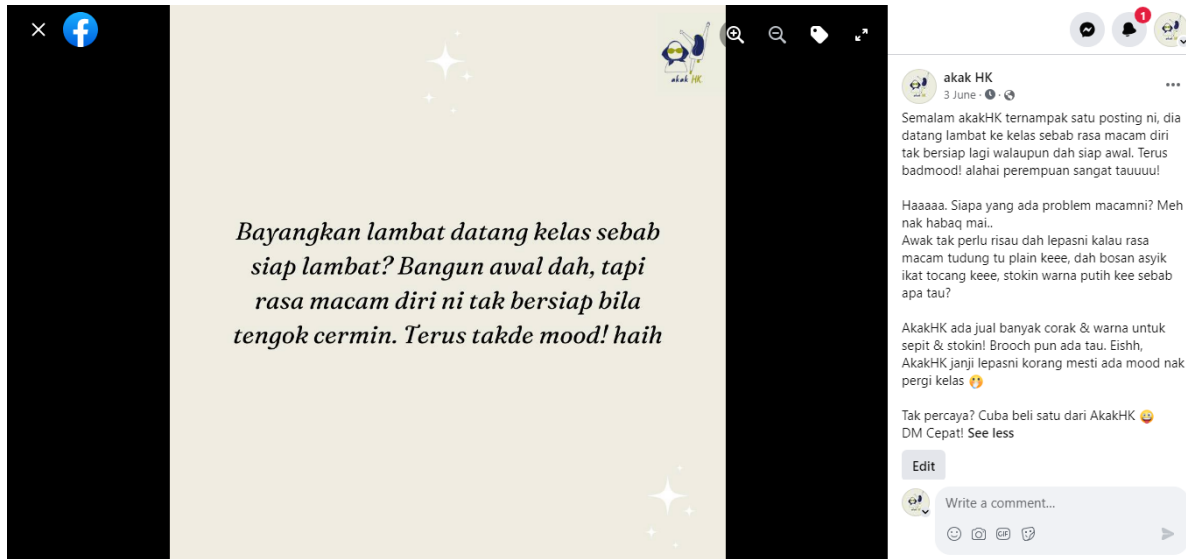
6.3.1 Teaser





6.3.2 Copywriting (hard sell)





akak HK
29 May · 🌐 · 🌐

Ramai yang mengalami masalah lambat ke kelas kerana masalah taktahu nak menggayakan rambut macam mana..

Macam jiran akakHK dulu mempunyai masalah ini dan apabila berjumpa dengan akakHK terus jumpa solution! Tak pening dah!

Kalau rasa macam dah bosan dengan gaya rambut yang sama setiap hari, apa kata try sepit rambut dari akakHK! Confin lepasni rambut meriah. Gittewwwwww

Ehhhhhhh kejap! Bukan untuk rambut je tau sepit viral ni, perempuan yang pakai tudung pun onzzz! Tak percaya? tu cuba godek sikit gambar dari customer yang gayakan sepit dengan tudung. Haaaa cun kan!

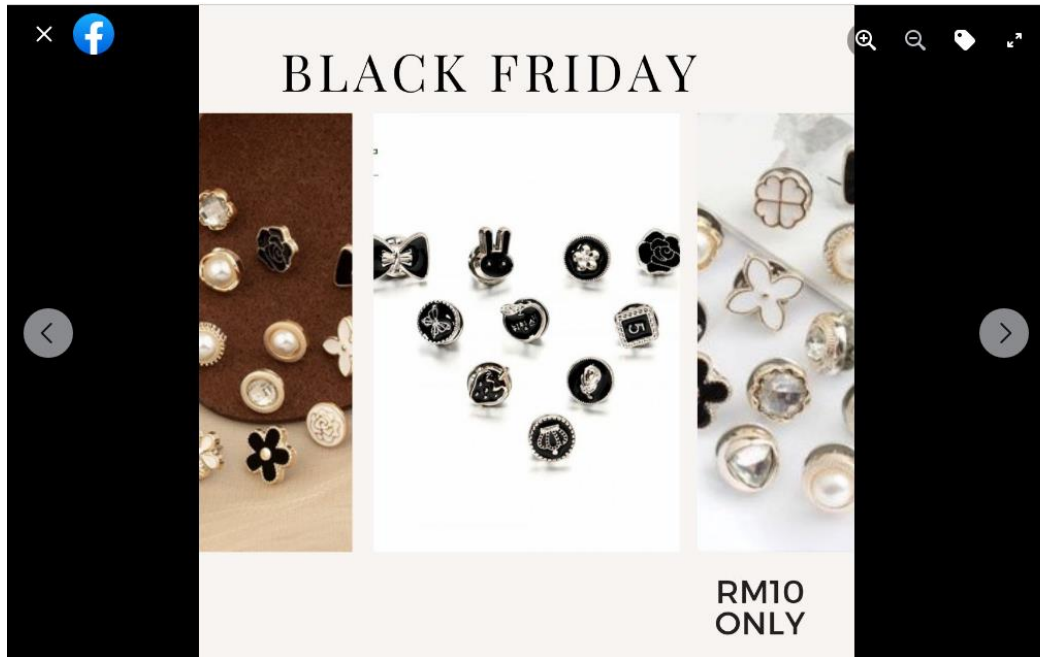
Apa tunggu lagi. Meh order sementara stok masih ada. Ada banyak corak & warna. DM kita laju laju okeh!

akak HK
1 June · 🌐 · 🌐

"Ya Allah siszzz! memang meletop betulah outfit saya lately ni. Classmate selalu puji saya style sebab saya pakai stokin dari akakHK ni. Hari hari saya tukar stokin sebab akakHK memang banyak stokin warna warni, murah pulaktu"

Amboi sis kita ni gembira betul dia sejak classmates dia puji dia makin style! haaaa, korang kalau nak tahu inilah one of our regular customer. Tiap minggu zusz~ whatsapp kita sebab nak grab warna socks baru!

👉
Korang taknak ke kena puji jugak? Tunggu apa lagi cepat DM!



akak HK
7 July at 22:39

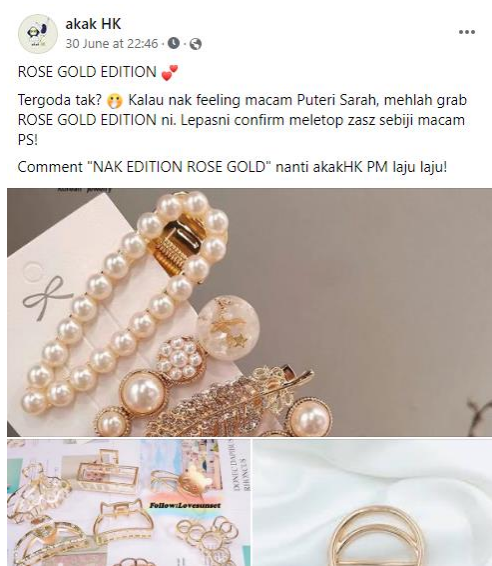
Sempena BLACK FRIDAY! AkakHK nak bagi harga kasih sayang untuk semua kakak - kakak kesayangan kita 🙏🥰

RM10 per set dapat semua ni
Onz ke tak? Cepat DM nanti habis!

Edit

Like Comment Share

Write a comment...



akak HK
30 June at 22:46

ROSE GOLD EDITION

Tergoda tak? 😊 Kalau nak feeling macam Puteri Sarah, mehlah grab ROSE GOLD EDITION ni. Lepasni confirm meletop zasz sebiji macam PS!

Comment "NAK EDITION ROSE GOLD" nanti akakHK PM laju laju!

akak HK
2 July at 10:00

Nak bersiap cepat?
Kakak sekalian mengalami masalah rambut tidak kemas?
Ramai juga akakHK tengok, kakak dekat luar sana rambut tidak teratur tetapi taktahu macam mana nak selesaikan.
Tapi...
akakHK ada penyelesaiannya! akakHK boleh bantu kakak sekalian macam mana nak kemaskan rambut dalam masa yang cepat 😊
Getah rambut dari akakHK ni memang laku keras. Bukan setakat ringan, tak rosakkan rambut pun tau!
Berminat?
Comment "NAK RAMBUT CANTIK"
Comment "NAK RAMBUT CANTIK"
Comment "NAK RAMBUT CANTIK"
Nanti akakHK PM awak 😊

See Insights and Ads Boost post

Like Comment Share

Write a comment...

6.3.3 Copywriting (soft sell)



Students Promo

Introducing the Ultimate Collection of Women's Accessories.

Get special prices for purchasing this combo pack. Design can choose depending on available stocks.

Discount Up To **20% OFF**

Only at AkakHK store.

akak HK
17 May
BIG SALE IS COMING!

Ladies, get ready to elevate your style and make a bold fashion statement with our stunning range of accessories. From the hottest trends to timeless classics, we have everything you need to transform your look and express your unique personality. Let us dazzle you with the irresistible allure of our hair clips, brooches, and socks!

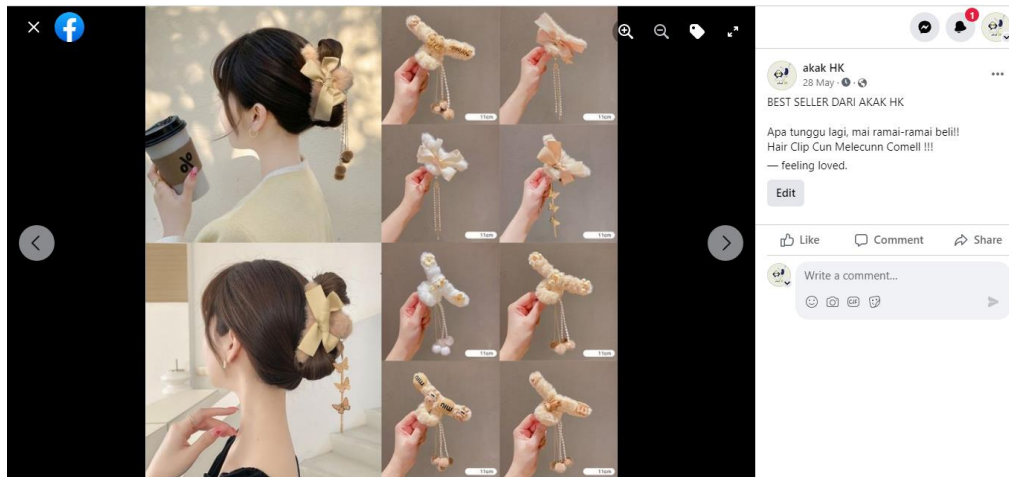
Now available in combo packs! Psst. You can choose any design from available stocks 🥰👉
Get now while stocks last!

—To order click See less

Edit

Like Comment Share

Write a comment...



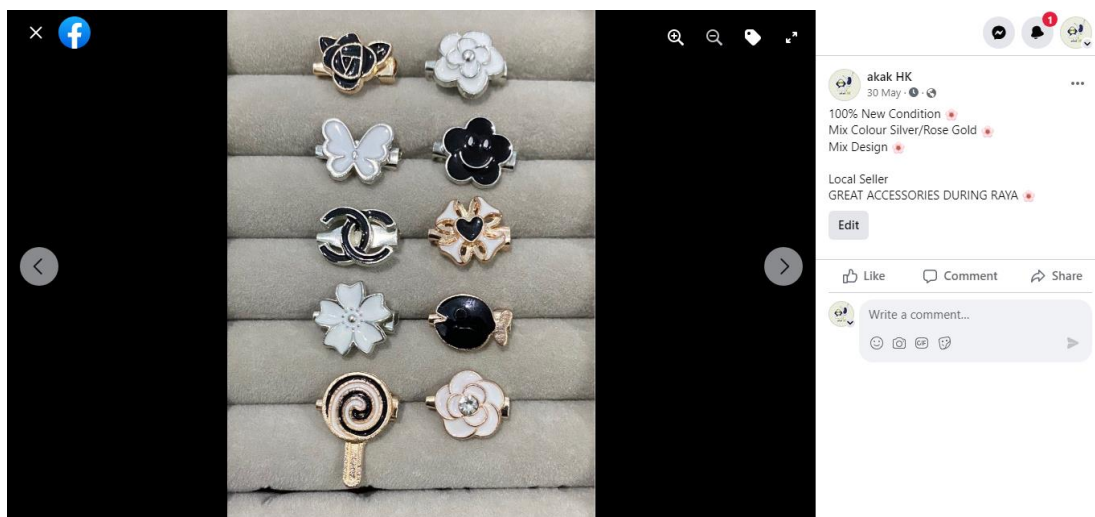
akak HK
28 May
BEST SELLER DARI AKAK HK

Apa tunggu lagi, mai ramai-ramai beli!
Hair Clip Cun Meleccunn Comell !!!
— feeling loved.

Edit

Like Comment Share

Write a comment...



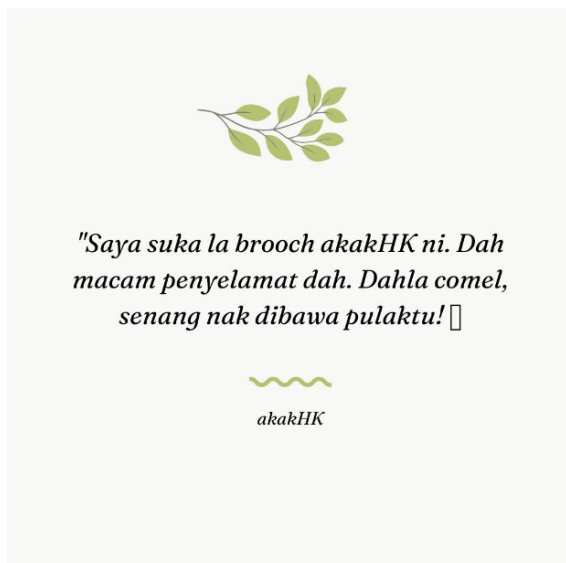
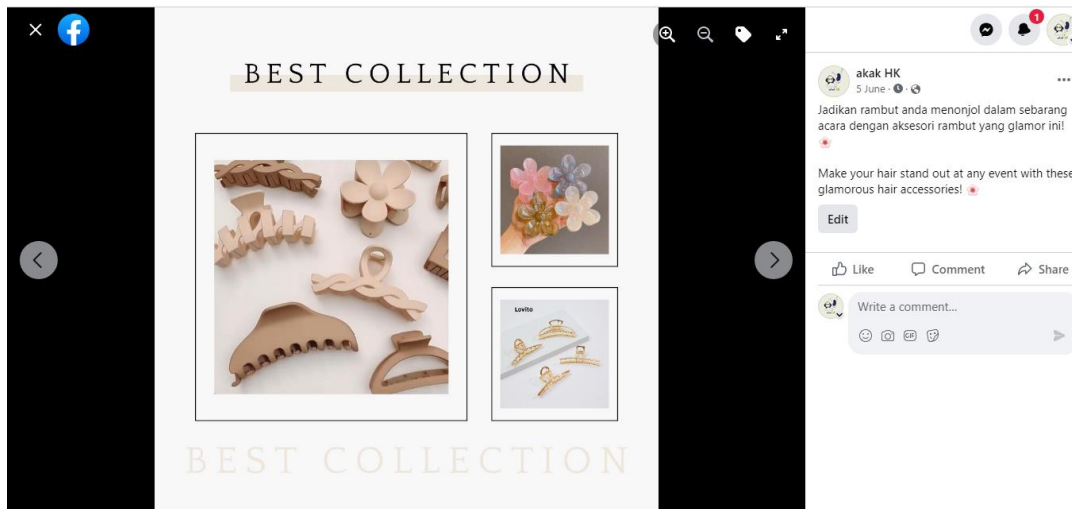
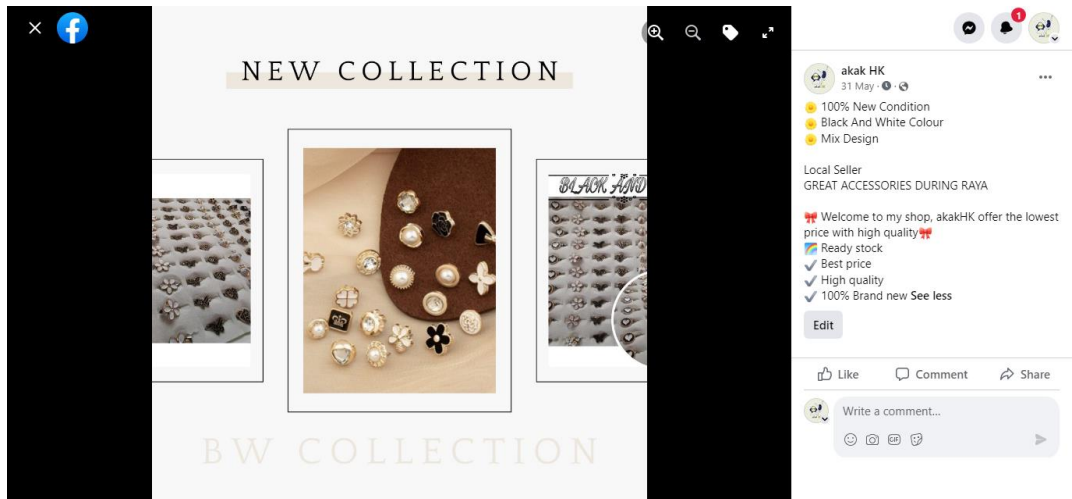
akak HK
30 May
100% New Condition
Mix Colour Silver/Rose Gold
Mix Design

Local Seller
GREAT ACCESSORIES DURING RAYA

Edit

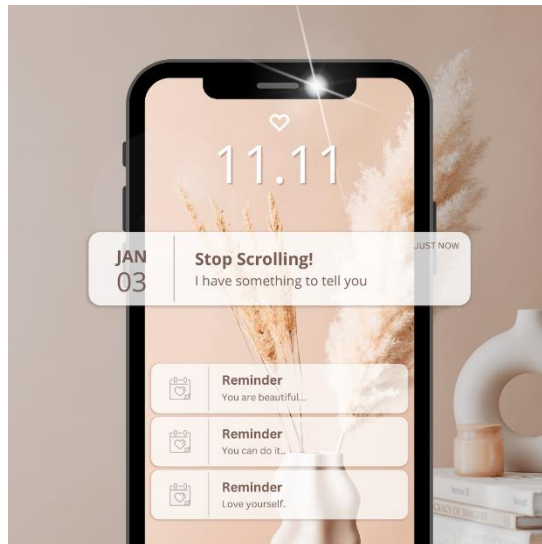
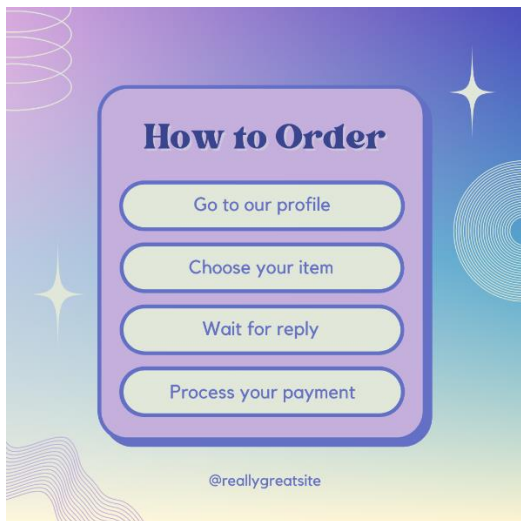
Like Comment Share

Write a comment...

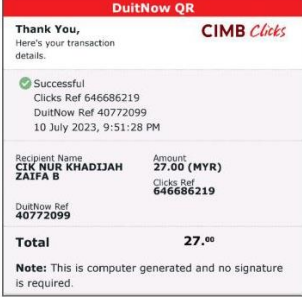





7.0 Relevant graphic for each post



8.0 Sales Report

Month	Customer Information	Evidence				
26th June 2023	<p>Name: Nur Harzlin</p> <p>Code Item:</p> <ul style="list-style-type: none"> ➤ Hair clip <ul style="list-style-type: none"> • 1 piece • RM11 ➤ Rose gold Hair clip <ul style="list-style-type: none"> • 1 piece • RM11 <p>Postage: RM 5 TOTAL: RM27</p>	 <p>DuitNow QR CIMB Clicks</p> <p>Thank You, Here's your transaction details.</p> <p>Successful Clicks Ref 646686219 DuitNow Ref 40772099 10 July 2023, 9:51:28 PM</p> <table border="1"> <tr> <td>Recipient Name CIK NUR KHADIJAH ZAIFA B</td> <td>Amount 27.00 (MYR)</td> </tr> <tr> <td>DuitNow Ref 40772099</td> <td>Clicks Ref 646686219</td> </tr> </table> <p>Total 27.00</p> <p>Note: This is computer generated and no signature is required.</p>	Recipient Name CIK NUR KHADIJAH ZAIFA B	Amount 27.00 (MYR)	DuitNow Ref 40772099	Clicks Ref 646686219
Recipient Name CIK NUR KHADIJAH ZAIFA B	Amount 27.00 (MYR)					
DuitNow Ref 40772099	Clicks Ref 646686219					
31st June 2023	<p>Name: Iylia Amani</p> <p>Code Item:</p> <ul style="list-style-type: none"> ➤ Mini brooch <ul style="list-style-type: none"> • 1 set • RM10 ➤ Candy Hair clip <ul style="list-style-type: none"> • 1 piece • RM 10 ➤ Hair pin <ul style="list-style-type: none"> • 1 set • RM5 <p>Postage: RM5 TOTAL: RM30</p>	 <p>Payment Status</p> <p>Payment Successful Ref No. 20230710ORM488499951949 DuitNow QR Ref No: 18833149 10 Jul 2023 09:24 pm</p> <table border="1"> <tr> <td>From Account Qard Savings Account-i 12195020275908</td> <td>→</td> <td>To Receiver NABILA AIMI BINTI MOHAME</td> </tr> </table> <p>Amount RM 30.00</p> <p>Share DuitNow QR</p>	From Account Qard Savings Account-i 12195020275908	→	To Receiver NABILA AIMI BINTI MOHAME	
From Account Qard Savings Account-i 12195020275908	→	To Receiver NABILA AIMI BINTI MOHAME				

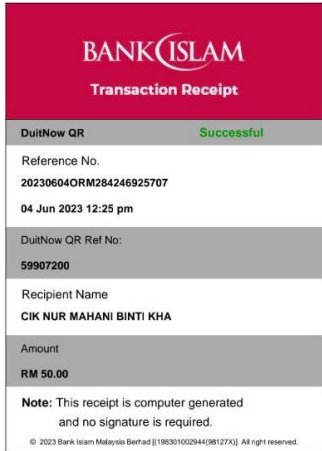
<p>1st July 2023</p>	<p>Name: Syazreen Amira</p> <p>Code Item:</p> <ul style="list-style-type: none"> ➤ Brooch Black Friday <ul style="list-style-type: none"> ● 2 set ● RM20 ➤ Ring Brooch <ul style="list-style-type: none"> ● 1 piece ● RM 15 ➤ Candy Hair Clip <ul style="list-style-type: none"> ● 1 Piece ● RM10 <p>Postage: RM5</p> <p>TOTAL: RM50</p>	 <p>BANK ISLAM Transaction Receipt</p> <p>DuitNow QR Successful</p> <p>Reference No. 20230604ORM284246925707</p> <p>04 Jun 2023 12:25 pm</p> <p>DuitNow QR Ref No: 59907200</p> <p>Recipient Name CIK NUR MAHANI BINTI KHA</p> <p>Amount RM 50.00</p> <p><small>Note: This receipt is computer generated and no signature is required.</small></p> <p><small>© 2023 Bank Islam Malaysia Berhad [J198301002944]98127XJ. All right reserved.</small></p>
----------------------	--	---

Table 1: Sale report of Akak HK shop.

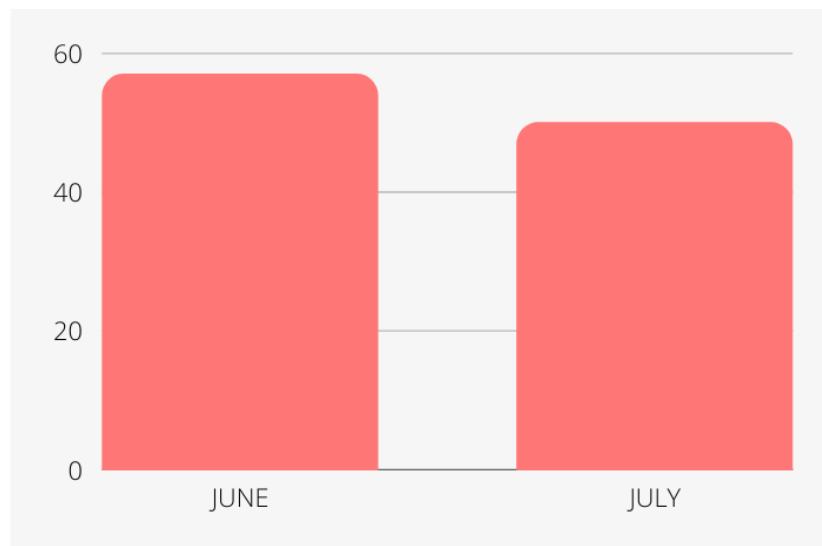


Table 2: shows a graph of Akak HK by month

9.0 Conclusion

In conclusion, our journey with AkakHK, our small online business, has been a valuable learning experience as students. Through selling our products, we have had the opportunity to interact with numerous customers, gaining invaluable insights into the world of business. This hands-on experience has taught us essential skills, such as customer service, inventory management, and effective communication. One of the key lessons we have learned is the art of soft selling and hard selling through our Facebook page. By carefully crafting our posts, we have honed our ability to engage with potential customers while effectively promoting our products. We have discovered the power of persuasive language, compelling visuals, and strategic timing in capturing the attention and interest of our target audience. In conclusion, our journey with AkakHK, our small online business, has been a valuable learning experience as students. Through selling our products, we have had the opportunity to interact with numerous customers, gaining invaluable insights into the world of business. This hands-on experience has taught us essential skills, such as customer service, inventory management, and effective communication.

Overall, our time with AkakHK has not only provided us with practical knowledge but has also given us a taste of the challenges and rewards of running a business. We have grown as individuals, developing a strong work ethic, resilience, and adaptability. We are grateful for this opportunity and look forward to applying these valuable lessons in our future endeavors, armed with the confidence and skills gained from this enriching experience.