



اَوْنِبُوْرَسِيْتِيْ تِيْكَوْلُوْ كِيْ بِمَارَا

UNIVERSITI TEKNOLOGI MARA

FACULTY OF BUSINESS AND MANAGEMENT UiTM, KAMPUS PUNCAK ALAM

PRINCIPAL OF ENTREPRENEURSHIP (ENT530)

PAIR ASSIGNMENT:

SOCIAL MEDIA PORTFOLIO



Prepared by:

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Prepared For:

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ACKNOWLEDGEMENT

In order to successfully complete this company report, we would want to sincerely thank and appreciate everyone who helped. we were able to successfully finish this task thanks to their help and direction. We want to start by expressing my gratitude to our lecturer, Norfazlina Binti Ghazali for giving us insightful advice and guidance throughout the project. Their knowledge and suggestions were very helpful in forming the structure and substance of this study.

We also want to express my gratitude to RIZ myhobby store management team for approving my request to conduct this study and for working with me to provide the required information and materials. Their assistance has been crucial to performing a thorough study We also want to express our gratitude to the colleagues and students who helped me with this report's preparation by offering insightful comments and ideas. Their feedback has been crucial in helping me to clarify our views and make the material we offer as clear as possible.

Finally, we want to sincerely thank our friends and family for their constant support and encouragement during this project. My inspiration has always come from their confidence in my ability. We want to end by expressing our sincere gratitude to everyone who helped this business report be completed successfully. They were instrumental in making this endeavor a success. Please accept our sincere gratitude for your kind contributions.

EXECUTIVE SUMMARY

In early of April 2023, we which is me Zikri bin Zulhilmi and my partner Rabiatal Ifa Adawiah binti Mohamad Rizal were given an assignment where we needed to create a social media portfolio using Facebook platform to start an online business. The first step that we make in order to set up our company is by signing up for MyEnt and Go-Ecommerce. The reason is to make sure our business success and certification can be closely monitored. After that, my partner and I proceed by making a Facebook page where we add up important criterias for our business like about us, our location, our contact number and creating our own URL and username for our page.

For the phase of this social media portfolio report, we will go over how to create a profile and register a business. For instance, the company has been registered with GoEcommerce, which provides a range of tools for managing and tracking the success of the company. Additionally, in order to provide our personal information, we must also offer accurate information about our company, such as the kind of products we will be selling, where our company is located, and so on.

Moving on the second phase of this media portfolio report, we will discuss precisely about the business for instance our business organisational structure. Furthermore, we also will describe the company vision and mission in order to achieve the short and long-term objectives that both of us obviously aim for. Apart from that, related to our product crucial information such as brief description, ingredients of the item, pricing list and delivery procedures will be given whenever customers purchase our product.

Finally, proceed with the Facebook page that we already built where the Facebook page will be completed with our own URL, contract details, business location, selling product, and page's name. Currently our Facebook page has several followers and likes which is 92 on the follower's part and 71 on the likes section. Besides that, posted hard sells based on AIDCA (Attention, Interest, Desire, Conviction, Action) format will be displayed. On the other hand, soft sell which include tips, facts and valuable information also will be shared. Both will apply in screenshot format in this report.

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1.0 BUSINESS REGISTRATION

1.1 GoEcommerce Registration



Diagram 1: RIZ myhobby store founder and co-founder Go-Ecommerce

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 : 2022831114
Nama : Zikri Bin Zulhilmi

Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
Fakulti : Faculty of Business & Management
Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Offline
Bidang Perniagaan yg diceburi : Cenderamata Dan Hadiah
Tempoh Berniaga :
No. Pendaftaran Perniagaan : 202303130134(003495194-A)
URL Perniagaan : <https://www.facebook.com/profile.php?id=100092290942188&mibextid=WkWL>
Alamat Premis Perniagaan :
Tarikh Mendaftar : 14 Jul 2023
Tarikh Kemaskini :
Tarikh Cetak : 14 Jul 2023

Sijil Pendaftaran Perniagaan MyENT ini merupakan rekod rasmi perniagaan yang dijalankan oleh pelajar semasa tempoh pengajian di UITM. Sijil ini secara tidak langsung akan terbatalkan 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)

Diagram 2: Zikri's MyENT Certification


UNIVERSITI TEKNOLOGI MARA

Akademi
 Pembangunan PKS dan
 Keusahawanan Malaysia
 (MASMED)

MASMED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UITM

No. Pelajar : 2022844402
 Nama : RABIATUL IFA ADAWIAH BINTI MOHAMAD RIZAL
 Program Pengajian : SARJANA MUDA PENTADBIRAN PERNIAGAAN (KEPUJIAN) PENGANGKUTAN
 Fakulti : Faculty of Business & Management
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Offline
 Bidang Perniagaan yg diceburi : Cenderamata Dan Hadiah
 Tempoh Berniaga :
 No. Pendaftaran Perniagaan : 202303130134(003495194-A)
 URL Perniagaan : https://www.facebook.com/profile.php?id=100092290942188&mibextid=L_QJ4d
 Alamat Premis Perniagaan :

Tarikh Mendaftar : 14 Jul 2023
 Tarikh Kemaskini :
 Tarikh Cetak : 14 Jul 2023

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)

Diagram 3: Rabiatul Ifa Adawiah's MyENT Certification

1.3 SSM Registration

SEHINGGGAH BEKALA CHAMA TELAH SIAP SELESAI, UNTUK MEMPTIKAN MALLINI YANG SIHAPU AGALAH BETUL DAN BERKAITAN PENDAFTAR PERNIAGAAN TINGGI BILAH SELESAI/BERKAITAN BUKU BERKAITAN PERKARA MALLINI YANG TERBILAS ATAU TERTINGGAL.

**** MAKLUMAT PERNIAGAAN ****

NAMA PERNIAGAAN	: RIZ MYHOBBY STORE
NO PENDAFTARAN	: 3029018014 (00489194-A)
ALAMAT UTAMA PERNIAGAAN	:

BENTUK PERNIAGAAN	: PERKONGSIAN
TARIKH MULA BERKAGA	: 25-05-2023
TARIKH PENDAFTARAN	: 25-05-2023
TARIKH LUPUT PENDAFTARAN	: 25-05-2024
STATUS	: AKTIF

**** JENIS PERNIAGAAN ****

MENDUA PAKARAN YANG TIDAK DICUNA KEDAPA HARANG YANG BOLEH DICUNAKAN BERBILAN

**** MAKLUMAT CARANGAN ****

*** TIADA CARANGAN ***

UmsID : EJ282 Tarikh: 19 May 20 02:10:21 MYT 2023 1/2

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

NAMA	: RABATI, IFA ADAMIAH BINTI MOHAMAD RIZAL
ALAMAT KEDIHAMAN	:
NO K/P (LAMA)	:
NO K/P (BARU)	:
TARIKH LAHIR	:
BANGSA	:
JANTINA	:
KEWARGANGARAAN	:
TARIKH MASUK	:
NAMA	:
ALAMAT KEDIHAMAN	:
NO K/P (LAMA)	:
NO K/P (BARU)	:
TARIKH LAHIR	:
BANGSA	:
JANTINA	:
KEWARGANGARAAN	:
TARIKH MASUK	:

MAKLUMAT YANG DIKALKAN ADALAH EKSTRAK DARIPADA DOKUMEN YANG TELAH DIDAFTAR DENGAN PENDAFTAR
PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA
TARIKH: 26/05/2023

DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDA TANGAN DAN MATA AIR TIDAK DIPERLUKAN.

UmsID : EJ282 Tarikh: 19 May 20 02:10:21 MYT 2023 2/2



BORANG D (KAEDAH 13)



**PERAKUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956**

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama

RIZ MYHOBBY STORE

NO. PENDAFTARAN: 202303130134 (003495194-A)

telah didaftarkan dari hari ini sehingga **24 MEI 2024** di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di

Bil. Cawangan: TIADA

Bertarikh di **SISTEM EZBIZ** pada **25 MEI 2023**.

DATUK NOR AZIMAH ABDUL AZIZ
Pendaftar Perniagaan
Semenanjung Malaysia

Diagram 4: RIZ myhobby store SSM Certification

2.0 INTRODUCTION OF BUSINESS

2.1 Company Name

RIZ myhobby store ENTERPRISE

2.2 Address of Business

2.3 Organizational Chart



2.4 Mission

Our mission to create a new thing from used jeans and clothes due to the good quality of jeans I can be made in various type of things. We also wanted to embrace to create new things by our creativities.

2.5 Vision

Our goal is to establish ourselves as a market leader in the handicraft sector, known for our superior skill, originality, and dedication to sustainability. In our ideal society, handcrafted items are highly prized and admired for their aesthetic appeal, individuality, and cultural relevance. We work to change how people view handicrafts by constantly innovating and working with craftspeople. We want to elevate handicrafts to a symbol of luxury, excellence, and uniqueness. With our broad selection of handcrafted goods, which highlight the talents, customs, and histories behind each piece, we want to inspire and excite customers.

2.6 Description of Product

Our product consists of handmade craft. It was made by use clothes like jeans. The reason why we choose jeans as our main material for our company is jeans is one of clothes material that are high quality. As we know mostly bundle there were various type of jeans with good quality and a reasonable price. Mostly jeans price that we buy is around RM15-RM30 only. Jenas that we buy in the bundle store are sometime were made for xxxl plus people, so there will be a lot of fabric. Our main product is bag and mini pillow. Our mini pillow can be used in many types of way you can use it as decoration due to pattern of the pillow, you can use it as a lining for your stuff. These mini pillows are cute and essential. For bag we provide a variation type of bag, we have pouch bag, tote bag, backpack and many more. For every design of our product is different, people get a limit design and one in every design. For every item that are in our company we also provide a customed made tag that attached in every item that we made.

PRICE LIST

PRODUCT	PRICE
 <p data-bbox="395 712 561 745">TOTE BAG</p>	<p data-bbox="1038 506 1126 539">RM55</p>
 <p data-bbox="395 1126 561 1160">TOTE BAG</p>	<p data-bbox="1038 936 1126 969">RM45</p>
 <p data-bbox="395 1545 561 1579">TOTE BAG</p>	<p data-bbox="1038 1346 1126 1379">RM55</p>
	<p data-bbox="1038 1765 1126 1798">RM28</p>

KITCHEN GLOVES



MINI PILLIOW

**JEANS: RM 15
COTTON: RM 10**



COINS PURSE

RM 14



POUCH BAG

RM 60



BACKPACK

RM 75

3.0 FACEBOOK

We created a Facebook page while we were beginning our company. This is done to advertise our goods and services to Facebook users, especially those who live nearby our place of business and want to spread the word about our own products.

3.1 Facebook Page

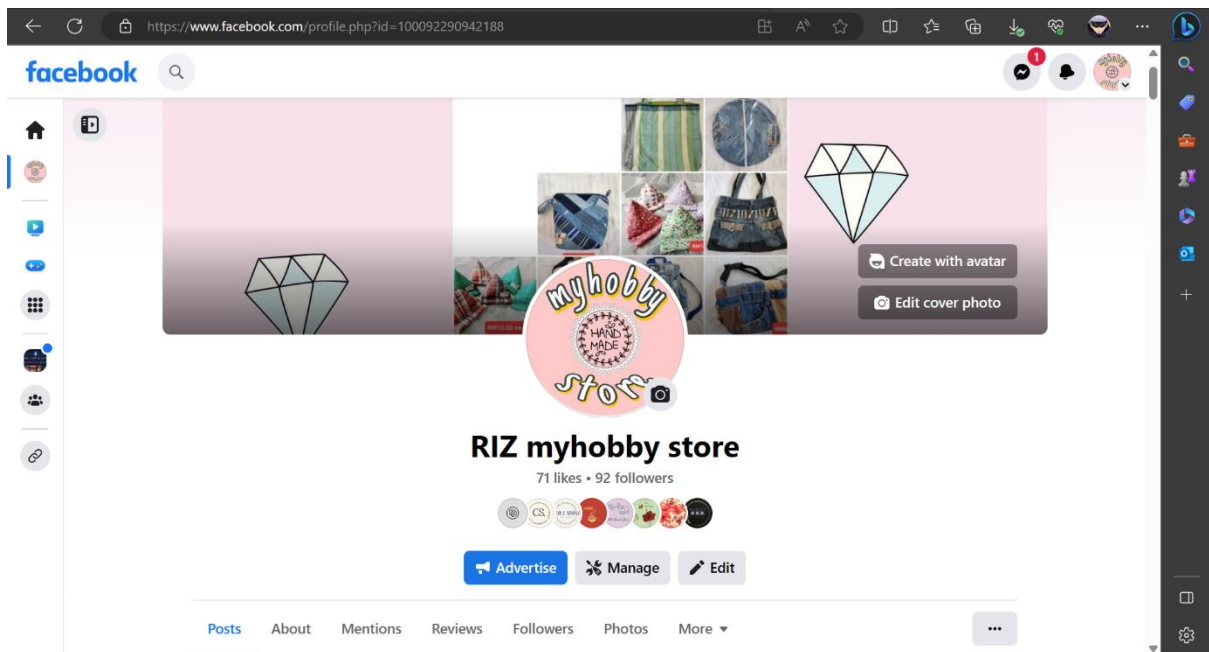
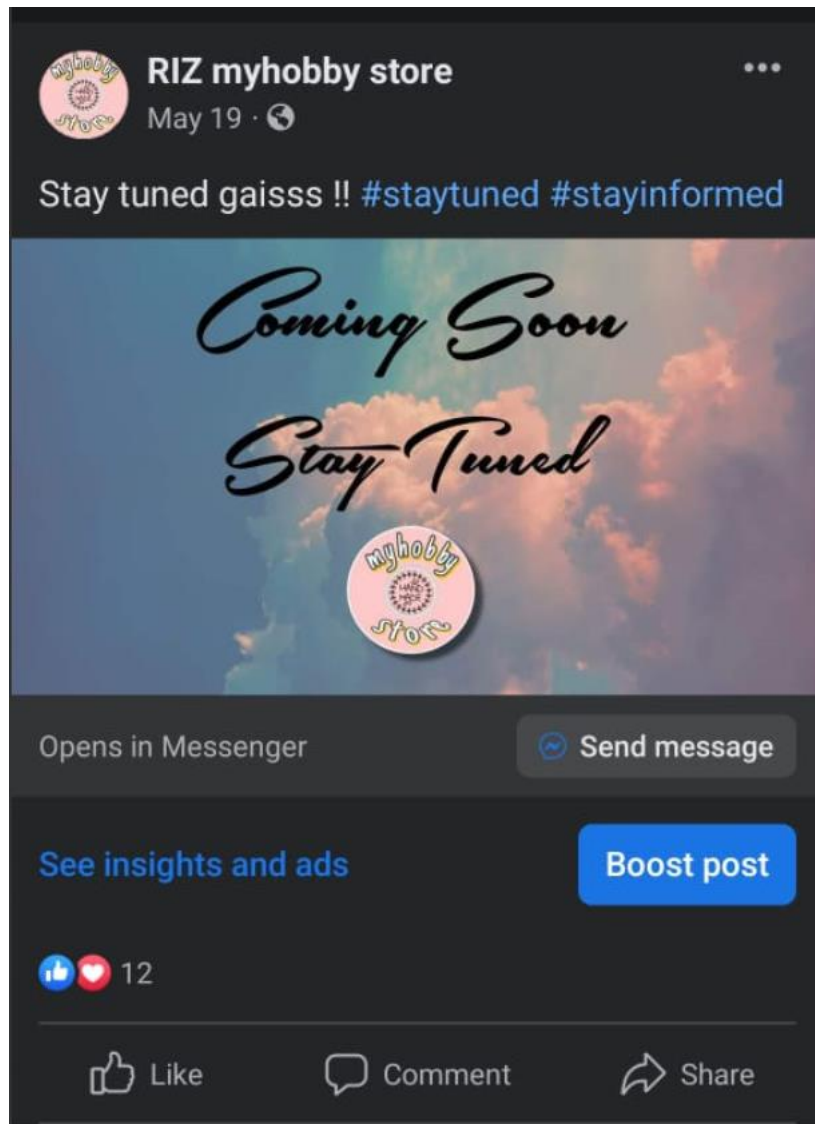


Diagram 7: RIZ myhobby store Facebook page

RIZ myhobby store Facebook URL:

<https://www.facebook.com/profile.php?id=100092290942188&mibextid=ZbWKwL>

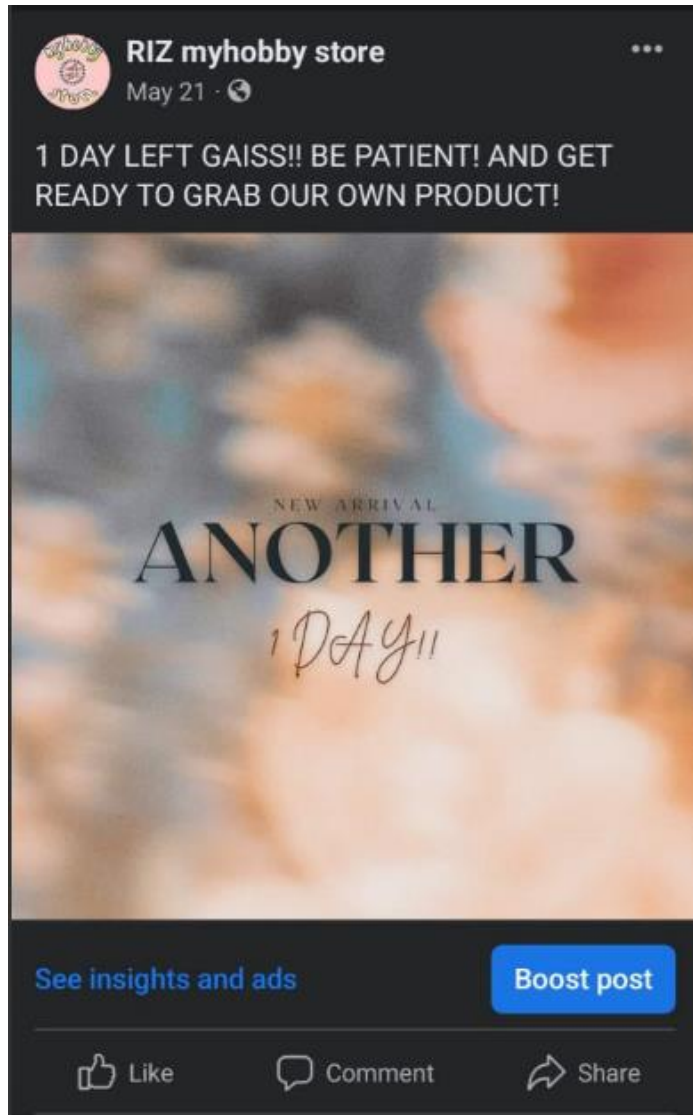
3.2 Facebook Post (teaser)



Facebook Teaser 1



Facebook Teaser 2




Facebook Teaser 3




Facebook Teaser 4


3.3 Facebook Post (Soft Sell)

 **RIZ myhobby store** ⋮
9 May · 🌐


Heyyy myhobby's lovers! ❤️ We just made this page to sell our product to you all ! 🧑🏻 We make our product with recycle eco friendly products that can save environment, with high quality product and a handmade product🔗. With this action, we can save cloth that are no need to used 😊. In the meantime stay tuned with other products from us !! 😊




[See Insights and Ads](#) [Boost post](#)

 29

Soft Sell 1

 **RIZ myhobby store** May 9 · 🌐

Hello everyone welcome to myhobby store. You must be wondering what is our product 🤔 don't worry we will tell you everything 😊. First of all our product is made by used jeans and used cloth 🌱. With these used cloth 🧵 you actually can create something that used full like bag 🛍️, coin purse 🪙 and many more. The reason we used used cloth is nowadays the wasted of cloth had becoming increasingly rapidly and cause a environmental crisis 🌍. We may say that used cloth can be send to charity or bundle but not all cloth can be use again and sometimes certain cloth are not suitable with the trend that's going on. So with this new creativity we create new ways to use the used cloth to sometimes new and can be use by everyone 😊

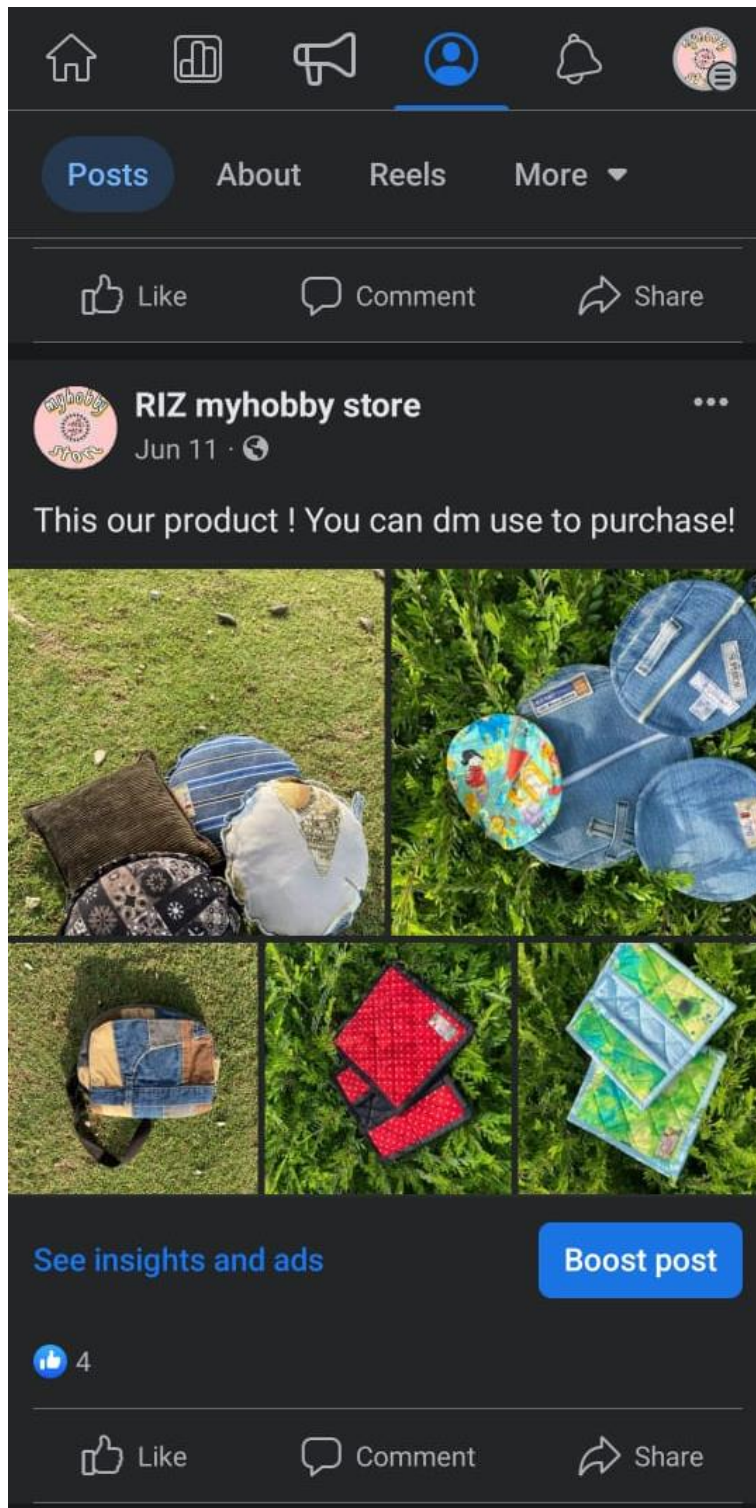


[See insights and ads](#) [Boost post](#)

👍 29 1 share

👍 Like 💬 Comment ➦ Share

Soft Sell 2



Soft Sell 3

Home Analytics Megaphone Profile Bell Profile

Posts About Reels More ▾

 **RIZ myhobby store** 5h · 🌐

This bag can fit your laptop which is this bag have a large space! It also have a pocket inside



See insights and ads [Boost post](#)

Soft Sell 4

Home Analytics Megaphone Profile Bell Profile

Posts About Reels More ▾

 **RIZ myhobby store** 5h · 🌐

Don't forget to purchase our cute little cushion!!
Which is it so affordable!





[See insights and ads](#) [Boost post](#)


Soft Sell 5

Home, Search, Post, Profile, Activity, Account




Posts About Reels More

 **RIZ myhobby store** 18m · 

You want to make your kitchen equipment more colourful?




See insights and ads [Boost post](#)

 Like  Comment  Share


Soft Sell 6

Home Search Activity Profile Notifications Profile

Posts About Reels More

 **RIZ myhobby store** 16m · 🌐

You want little bags ? It's have many pattern and unique materials!



See insights and ads [Boost post](#)

Like Comment Share

Soft Sell 7

Navigation icons: Home, Analytics, Megaphone, Profile, Bell, and a circular profile picture icon.

Post navigation: Posts (selected), About, Reels, More ▾

Profile:  **RIZ myhobby store** 10m · 🌐

Text: This bag made of good quality of used jeans!



Buttons: See insights and ads, Boost post

Interactions: Like, Comment, Share

Soft Sell 8

Navigation icons: Home, Analytics, Broadcast, Profile, Notifications, and a user profile icon.

Post navigation: Posts (selected), About, Reels, More ▾

 **RIZ myhobby store** 2m · 🌐

We also have backpacks for students to make easier to go to class!



[See insights and ads](#) [Boost post](#)

Soft Sell 9

Home, Analytics, Broadcast, Profile, Notifications, and a user profile icon.

Posts About Reels More ▾

 **RIZ myhobby store** Just now · 🌐

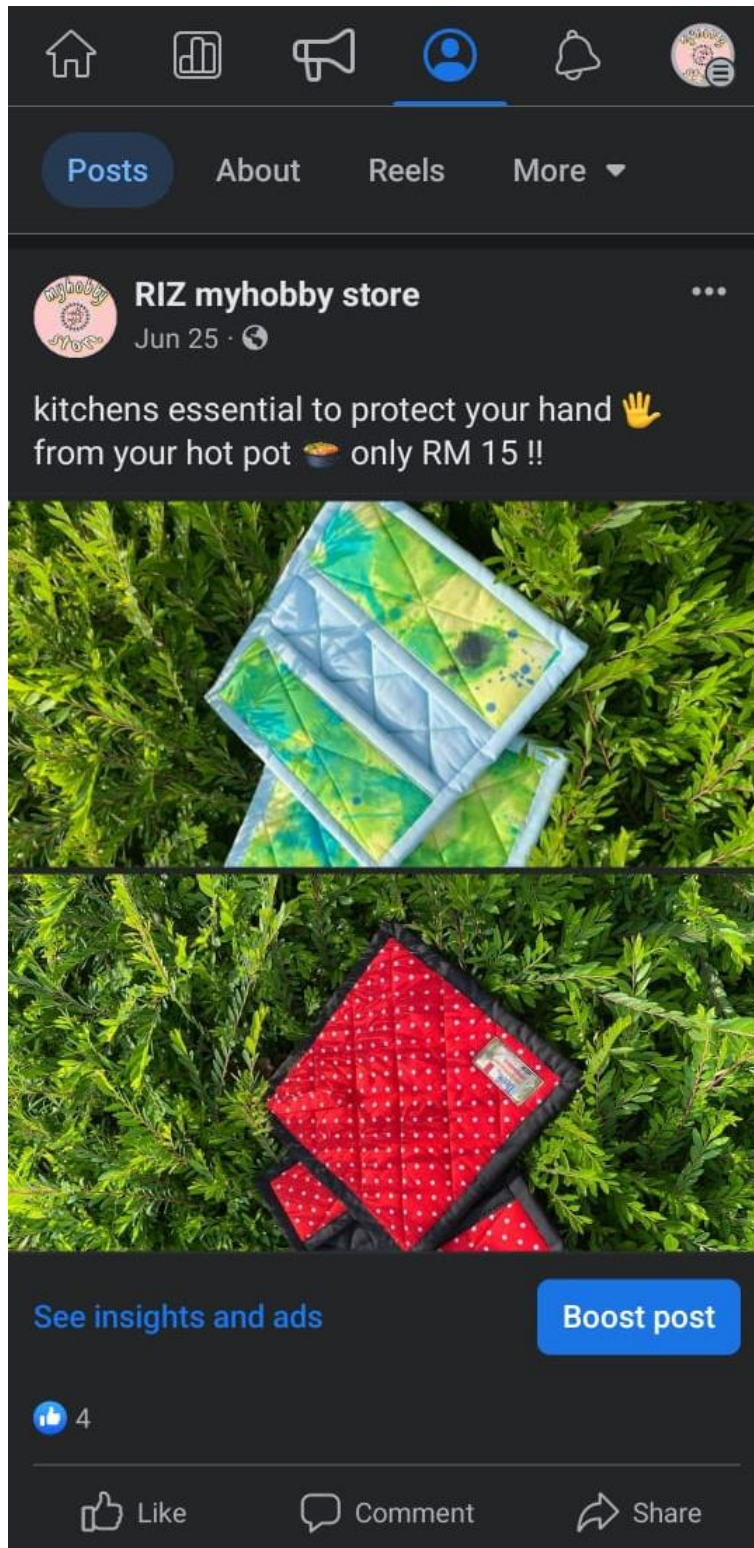
Do you need sling bag? We also have this kind of bag for sale!



See insights and ads [Boost post](#)

Soft Sell 10

3.4 Facebook Post (Hard Sell)



Hard Sell 1

Navigation icons: Home, Analytics, Broadcast, Profile, Notifications, and a circular profile picture icon.

Posts About Reels More ▾

 **RIZ myhobby store** Jun 25 · 🌐

some of our cute and handmade bag only for RM35-45 only grab fast!! because it's only have one for ecah item!!!!



See insights and ads [Boost post](#)

 4

 Like  Comment  Share

Hard Sell 2

Home Analytics Megaphone Profile Bell Profile

Posts About Reels More ▾

 **RIZ myhobby store** Jun 25 · 🌐

our highlight of our store mini pillows. this because had many ways to use it you can use for you hijab pin, decoration and many more only for RM15. we use a high quality product to ensure that our stuff will stay and last long



See insights and ads [Boost post](#)

👍 5

Hard Sell 3

The image shows a Facebook post from the page 'RIZ myhobby store'. The post is dated 'Jun 25' and features a photograph of four decorative pillows. The pillows are: a brown corduroy pillow, a blue and white striped pillow, a black and white patchwork pillow with floral patterns, and a white pillow with blue and yellow starfish and shell patterns. The post text reads 'cute pillow only for RM15'. The interface includes a navigation bar with icons for home, shop, broadcast, profile, notifications, and a menu. Below the post, there are buttons for 'See insights and ads' and 'Boost post', and a like count of 4.

Home Shop Broadcast Profile Notifications Menu

Posts About Reels More

RIZ myhobby store
Jun 25 · 🌐

cute pillow only for RM15

See insights and ads [Boost post](#)

👍 4

Hard Sell 4

Home, Analytics, Broadcast, Profile, Notifications, and a user profile icon are visible in the top navigation bar.

Posts About Reels More ▾

 **RIZ myhobby store** Just now · 🌐

If you buy 2 item, the third item it will get RM5 off !!



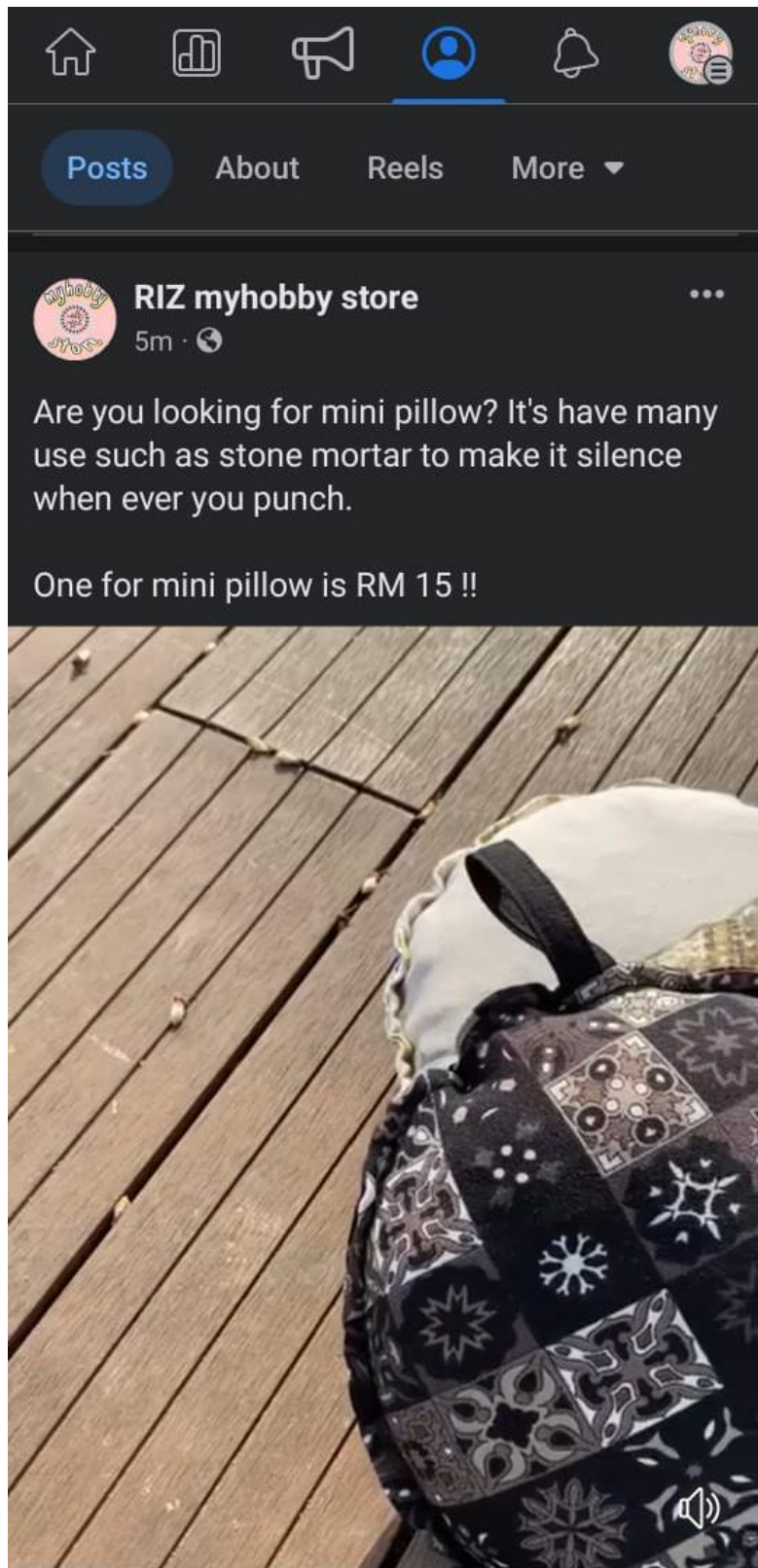
See insights and ads [Boost post](#)

Like Comment Share

Hard Sell 5

The image is a screenshot of a Facebook post. At the top, there is a navigation bar with icons for home, a document, a megaphone, a profile, a bell, and a circular profile picture. Below this is a menu with 'Posts' (highlighted), 'About', 'Reels', and 'More'. The post is from 'RIZ myhobby store' and is timestamped 'Just now'. The text of the post reads: 'Do you interested in fashion? Do you need a bag that are unisex? This bag an affordable that starts with RM35 ONLY ! Which it's make from a quality used jeans!'. Below the text is a photograph of a woman wearing a white hijab, a light blue long-sleeved shirt, and a dark blue denim bag with a yellow and orange quilted patch on the back. She is standing outdoors with trees in the background. At the bottom of the post, there are buttons for 'See insights and ads' and 'Boost post'. Below these are icons for 'Like', 'Comment', and 'Share'.

Hard Sell 6



Hard Sell 7



Hard Sell 8

Home Analytics Live Video Profile Notifications

Posts About Reels More

Like Comment Share

RIZ myhobby store
1m · 🌐

Our first customer and he really like it!
He purchase RM 35 tote bag!

Thank you

First Customer
He very excited and satisfied with our service and price which is RM 35 for a bag !

@reallygreatsite


See insights and ads **Boost post**

Like Comment Share

Hard Sell 9

Home, Analytics, Promote, Profile, Notifications, and a profile picture icon are visible in the top navigation bar.

Posts About Reels More ▾

 **RIZ myhobby store** Just now · 🌐

This our best seller!!

Now it's only RM12.25 !!!... See more

RIZ myhobby store

35% Off

BEST



SELLER

SHOP NOW

RIZmyhobbystore.com/facebook

[See insights and ads](#) **Boost post**

👍 Like 💬 Comment ➦ Share

Hard Sell 10

3.5 Sales Report

The project's overall conclusion was satisfactory after three weeks of handling it. The profit we made was within what we had anticipated. We initially only assumed we would turn a big profit since we had only been in business for three weeks. However, by continuing to promote on social media, we are able to attract a large number of client, but had only several customer that would love to buy our own products.

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
RIZ myhobby store	18/05/2023	online	Others	facebook	45				Jeans Bag	14/07/2023
RIZ myhobby store	25/05/2023	online	Others	telegram	10				mini pilliow	14/07/2023
RIZ myhobby store	06/06/2023	online	Others	telegrams	15				jeans mini pillow	14/07/2023
RIZ myhobby store	16/06/2023	online	Others	telegrams	15				jeans mini pilliow	14/07/2023
RIZ myhobby store	21/06/2023	online	Others	facebook	50				jenas bag	14/07/2023
RIZ myhobby store	11/05/2023	expenses				Production	Others	25	supply	14/07/2023
RIZ myhobby store	23/05/2023	expenses				Goods	Raw material	50	supply	14/07/2023
RIZ myhobby store	14/06/2023	expenses				Salary	Allowance	40	allowance	14/07/2023
RIZ myhobby store	28/06/2023	online	Others	telegrams	10				mini pillow	14/07/2023
RIZ myhobby store	04/07/2023	offline			10				mini pillow	14/07/2023

4.0 CONCLUSION

By keeping a carefully thought-out and managed Facebook page, RIZ myhobby store has the potential to develop into very successful online business in the future. We might be able to market and promote our goods and services by running our business on Facebook. Additionally, it assists us in promoting our well-known brand name on Facebook, particularly among locals.

Additionally, our ability to follow company advances on Facebook and other platforms in orders to advance our information technology knowledge and skills has greatly benefited our online business. As a results, we will be able to grow alongside the nation's current advancements and prevent becoming, in comparison to others, old-fashioned entrepreneurs.

Finally, even though we are just starting out as business owners using a Facebook page as platform for this firm, we are confident that the goals of the company will be achieved. However, we will keep working to provide the best customer service we can. Additionally, we will guarantee that the goods and services our customers receive are in excellent condition and of the finest quality. Finally, we hope to continue building our brand and succeed as entrepreneurs.

RUBRIC
SOCIAL MEDIA PORTFOLIO (40%)

COURSE NAME : PRINCIPLES OF ENTREPRENEURSHIP
 COURSE CODE : ENT530
 STUDENT'S NAME : Zikri bin Zulhilmi
Rabiatul Ifa Adawiyah binti Mohamad Rizal
 LECTURER'S NAME : Madam Norfazlina Binti Ghazali
 PROGRAM : BA247
 GROUP : ENT530I

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Preliminary materials	5 marks	0 mark	2 marks	3 marks	4 marks	5 marks	
		Provide poor preliminary materials ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide moderate preliminary materials ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide satisfactory preliminary materials ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide good preliminary materials ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	Provide excellent preliminary materials ● Cover page (1 mark) ● Acknowledgement (1 mark) ● Executive summary (2 marks) ● Table of contents (1 mark)	

Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Go-e-commerce registration	5 marks	0 mark				5 marks	
		Do not do registration				Do registration	
MyENT registration	5 marks	0 mark				5 marks	
		Do not do registration				Do registration	
SSM registration/Business registration	5 marks	0 mark	2 marks			5 marks	
		Do not do registration	Registration in progress			Do registration	
Introduction of business	5 marks	1 mark	2 marks	3 marks	4 marks	5 marks	
						Provide excellent introduction of business	

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Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Create FB page	2 marks	0 mark				2 marks	
		Unable to create FB page (print screen)				Able to create FB page with interesting layout and format as well as complete business information (print screen)	
Custom URL FB Page	3 marks	0 mark				3 marks	
		Unable to custom URL				Able to changed FB URLs to Custom URLs Eg: www.facebook.com/rochin-kitchen (print screen)	
Number of likers/followers	4 marks	0 mark	1 mark	2 marks	3 marks	4 marks	
		Unable to acquire any like/followers (print screen)	Able to acquire 1 – 30 likes/followers (print screen)	Able to acquire 31 – 60 likes/followers (print screen)	Able to acquire 61 – 90 likes/followers (print screen)	Able to acquire 91 likes/followers.	
FB Teaser Post	4 marks	0 mark	1 mark	2 marks	3 marks	4 marks	
		Unable to post any teaser (print screen)	Able to post 1 teasers (print screen)	Able to post 2 teasers (print screen)	Able to post 3 teasers (print screen)	Able to post 4 teasers and above (print screen)	

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Criteria	Marks Allocated	Poor	Moderate	Satisfactory	Good	Excellent	Weighted Marks Obtained (%)
Copywriting – Hard Sell**	20 marks	0 mark	1-5 marks	6-10 marks	11-15 marks	16-20 marks	
		Unable to do any post (print screen)	Able to do 4 – 5 posts using the correct hard sell technique – AIDCA (print screen)	Able to do 6 – 10 posts using the correct hard sell technique – AIDCA (print screen)	Able to do 11 – 15 posts using the correct hard sell technique – AIDCA (print screen)	Able to do 16 posts and above using the correct hard sell technique – AIDCA (print screen)	
Copywriting – Soft Sell**	20 marks	0 mark	1-5 marks	6-10 marks	11-15 marks	16-20 marks	
		Unable to do any post (print screen)	Able to do 4-5 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 6-10 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 11-15 posts using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	Able to do 16 posts and above using the correct soft sell technique – Title – Introduction of story – Storytelling – CTA (print screen)	
		0 mark	1-2 mark	3-4 marks	5-6 marks	7 marks	
Sales Reporting	7 marks	Unable to provide any sales report and evidence (print screen – go-ecommerce Portal portal)	Able to provide sales report and evidence with minimal sales of RM20 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen – go-ecommerce Portal)	Able to provide sales report and evidence with total sales of RM40 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen – go-ecommerce Portal)	Able to provide sales report and evidence with total sales of RM60 as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) ((print screen – go-ecommerce Portal)	Able to provide sales report and evidence with total sales of RM61 and above as well as complete customer information (customer's name, address, payment method and delivery method – tracking no) (print screen – go-ecommerce Portal)	
Conclusion	5 marks	1 mark	2 marks	3 marks	4 marks	5 marks	
		Unclear conclusion on social media portfolio	Moderate conclusion on social media portfolio	Satisfactory conclusion on social media portfolio	Good conclusion on social media portfolio	Excellent conclusion on social media portfolio	
Timely Submission	10 marks	0				10	
		Not submitted by due date				Submitted by due date	
TOTAL	100						/100

**For hard sell and soft sell copywriting: No marks will be given for any post that does not follow the right structure of copywriting.

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