



اُنْبُوْرَسِيْتِي تِكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



**UNIVERSITI TEKNOLOGI MARA KAMPUS PUNCAK ALAM, SELANGOR
BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)**

ENT530 - PRINCIPLES OF ENTREPRENEURSHIP

PAIRING ASSIGNMENT: SOCIAL MEDIA PORTFOLIO

PREPARED BY:

NO.	NAME	STUDENT ID	GROUP
1.	NURUL ATHIRAH BINTI SUKOR	2022844102	530I
2.	NOR SYAHIDAH BINTI AZMAN	2022838876	

PREPARED FOR:

MADAM NORFAZLINA BINTI GHAZALI

SUBMISSION DATE:

14th JULY 2023

Acknowledgement

We would first and foremost like to express our thankfulness and love to everyone who gave us the opportunity to complete this assignment. Also, we would like to express our deep gratitude to Madam Norfazlina, the lecturer, who helped us at every stage of planning and writing this project paper.

To avoid being outdone, we would especially like to thank Norfazlina Binti Ghazali, the lecturer who taught us this semester. As our lecturer and mentor, she has taught us more than we could ever give her credit for here. She has shown us, by her example, what a good person should be. We are also grateful to her that she found the time to connect with us despite her busy schedule. We are hoping you will get paid for your fantastic service.

Finally, we want to take this opportunity to thank all the students who worked very hard to complete the assignments for this semester's ENT530, Principles of Entrepreneurship course. It has also gained quite a bit of important experience from finishing this assignment paper, which it will be able to use once it starts the job. We thus anticipate that the results of this investigation will be valuable in the future.

Executive summary

Over the past months, we have experienced a lot of disasters such as floods, heavy rain, and especially covid 19 that have been spreading since 2019. So, we decided to open our own personnel service to helping people and of course to earn our income as a student. The topic for the report is a social media portfolio about NN YOU SERVICES. For your information, this business can help working people, especially people who already have their own family, to make their life much easier by letting us purchase groceries for them. Moreover, our main goal to open “nn you services”, our personnel service business, is to give recommendations for working people who did not have time to purchase groceries. This will attract customers because it will save time and customers will not be rushing to go to the groceries store to purchase it. We are here to help people and besides that, the target market for our business is around 25 - 55 years old. By identifying and understanding the target market, our business can better tailor its services and marketing efforts to meet the needs and preferences of its customers.

Moreover, for our business, we are only able to make deliveries in certain areas such as, Putrajaya, Kajang, Sungai Long, Cheras, Puncak Alam and Bangi because of short employees. Moreover, a kind of products or services that we do for the business is we can help the customer to purchase their groceries for example, Fruit, seafood, and dried food. For these moments, we did not accept anything other than food but will be in the future. Other than that, the charge of delivery depends on the area. For and price of item for each store that we selected. We did not deliver somewhere outside of Selangor, for your knowledge.

Other than that, some grocery delivery services could provide extra features including the capacity to keep shopping lists, access to personalized suggestions, and real-time order tracking. Some services could also include subscription choices, such as regular shipments of necessities on a weekly or monthly basis. Customers who do not have the time or capacity to buy in person may find that grocery delivery services provide a handy and time-saving alternative. Customers who seek a greater selection of goods or who wish to avoid congested places may find them to be a handy choice. Online platforms called grocery services provide clients the option to order groceries online and have them delivered to their homes or made accessible for collection at a certain location. These services provide a few advantages, such as contactless delivery, a larger product range, customization choices, time savings, and convenience. The COVID-19 epidemic has increased demand for grocery services, which have grown in popularity in recent years.

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Body of the Report

● Go-Ecommerce registration (Print Screen)

Personal Information

Name	Nurul Athirah Binti Sukor	Phone/WhatsApp	
New Identity Card No.		Home Address	
Email Address		Work Address	
City	Selangor	Country	Malaysia
State	Selangor	Postal Code	
Personal Password		Personal Email	
Gender	Female	Age	2023
Marital Status	Single	Special Need Recipient	No

Institution Information

UTM Portal Code (ENTRISI)		Institution List	Universiti Teknologi MARA
Type of Institution	PL	Name of Institution	UTM Pulau Selat
State of Institution	Selangor	City	Putrajaya
Address of Institution	Universiti Teknologi MARA, Cawangan Selangor-Kampar, Putrajaya, 43000 Serdang, Selangor	Postal Code	43000
Class of Institution	Kualiti Selangor	Study Status	Full time
Local of Study	Business Degree	Class Name	BS17301
Course Name	BS17301	Year Enrolling the Subject	2023
Subject Name	BS17301	Lecturer Name	Harfuziah Ghazali
Month Enrolling the Subject	3	Type of Internship Enrollment	Yes
Internship Enrollment	No	Period of Internship Training	
Month of Internship Enrollment		Expected Year To Complete Study	3
Expected Year To Complete Study	2023	Related To Study Field	Yes

NURUL ATHIRAH BINTI SUKOR

Personal Information

Name	NOR SYAHIDAH BINTI AZMAN	Phone/WhatsApp	
New Identity Card No.		Home Address	
Email Address		Work Address	
City	Selangor	Country	Malaysia
State	Selangor	Postal Code	
Personal Password		Personal Email	
Gender	Female	Age	2023
Marital Status	Single	Special Need Recipient	No

Institution Information

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Course Name	BS17301	Year Enrolling the Subject	2023
Subject Name	BS17301	Lecturer Name	Harfuziah Ghazali
Month Enrolling the Subject	3	Type of Internship Enrollment	Yes
Internship Enrollment	No	Period of Internship Training	
Month of Internship Enrollment		Expected Year To Complete Study	3
Expected Year To Complete Study	2023	Related To Study Field	Yes

NOR SYAHIDAH BINTI AZMAN

● MyENT certificate

MASMEED UNIVERSITY Akademi Pengkembangan PKS dan Kemahiran Malaysia (MASMEED)

MASMEED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM

No. Pelajar : 2022544102
 Nama : NURUL ATHIRAH BINTI SUKOR

Program Pengajian : SARJANA MUDA PENKURUSAN SISTEM PEJABAT (KEPUJIAN)
 Fakulti : Faculty of Business & Management
 Kampus : Selangor

MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
 Bidang Perniagaan yg dibuat : personnel service
 Tempoh Beriaga : 1
 No. Pendaftaran Perniagaan : https://www.facebook.com/myenyservices
 URL Perniagaan : https://www.facebook.com/myenyservices
 Alamat Premis Perniagaan : 50, jalan tameng impian 1, taman tameng impian
 Tarikh Mendaftar : 12 May 2023
 Tarikh Kemaskini : 14 Jul 2023
 Tarikh Cetak : 14 Jul 2023

SALINAN PENDAFTARAN INI DIPREKAMI OLEH
PENGLONG NAIB CANSOLOR KEMAHAWANAN UTM
 Malaysian Academy of SME & Entrepreneurship Development (MASMEED)

NURUL ATHIRAH BINTI SUKOR

MASMEED UNIVERSITY Akademi Pengkembangan PKS dan Kemahiran Malaysia (MASMEED)

MASMEED YOUNG ENTREPRENEUR (MyENT)

SLIP PENDAFTARAN PERNIAGAAN PELAJAR UTM

No. Pelajar : 2022538876
 Nama : NOR SYAHIDAH BINTI AZMAN

Program Pengajian : SARJANA MUDA PENKURUSAN SISTEM PEJABAT (KEPUJIAN)
 Fakulti : Faculty of Business & Management
 Kampus : Selangor


MAKLUMAT PERNIAGAAN

Mod Perniagaan : Hybrid
 Bidang Perniagaan yg dibuat : Personnel Shopper Service
 Tempoh Beriaga : 1
 No. Pendaftaran Perniagaan : https://www.facebook.com/myenyservices
 URL Perniagaan : https://www.facebook.com/myenyservices
 Alamat Premis Perniagaan : 50, jalan tameng impian 1, taman tameng impian
 Tarikh Mendaftar : 12 May 2023
 Tarikh Kemaskini : 14 Jul 2023
 Tarikh Cetak : 14 Jul 2023

SALINAN PENDAFTARAN INI DIPREKAMI OLEH
PENGLONG NAIB CANSOLOR KEMAHAWANAN UTM
 Malaysian Academy of SME & Entrepreneurship Development (MASMEED)

NOR SYAHIDAH BINTI AZMAN

- SSM registration (Partnership)


SEKUTUAN PERUSAHAAN MALAYSIA

SUNGGUHPUN SEGALA USARA TELAH DIAMBIL UNTUK MEMASTIKAN MAKLUMAT YANG DIBERI ADALAH BETUL DAN SEMAKINI PENDAFTAR PERNIAGAAN TIDAK BOLEH DIPERTANGGUNGKAN BAGI SEBARANG KEJUGIAN KERANA MAKLUMAT YANG TERLALAP ATAU TERTIBUHAL.

**** MAKLUMAT PERNIAGAAN ****

NAMA PERNIAGAAN : NN YOU SERVICES
 NO PENDAFTARAN : 202301175172 (001910546-1)
 ALAMAT UTAMA PERNIAGAAN :

BENTUK PERNIAGAAN : PERKONGSIAN
 TARIKH MULA BERNAGA : 12-06-2023
 TARIKH PENDAFTARAN : 11-07-2023
 TARIKH LUPUT PENDAFTARAN : 10-07-2024
 STATUS : AKTIF

**** JENIS PERNIAGAAN ****


PERSONNEL SERVICE

**** MAKLUMAT CABANGAN ****

*** HADA CABANGAN ***

UserID : EZB2 Tarikh : Tue Jul 11 22:41:24 MYT 2023 1 / 2

Nama Perniagaan : NN YOU SERVICES
 Number Pendaftaran : 202301175172 (001910546-1)


SEKUTUAN PERUSAHAAN MALAYSIA

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

NAMA	1
ALAMAT KEDAMAMAN	1
NO K/P (LAMAJ)	1
NO K/P (BARU)	1
TARIKH LAHIR	1
BANGSA	1
JANTINA	1
KEWARGANEGARAAN	1
TARIKH MASUK	1

NAMA	1
ALAMAT KEDAMAMAN	1
NO K/P (LAMAJ)	1
NO K/P (BARU)	1
TARIKH LAHIR	1
BANGSA	1
JANTINA	1
KEWARGANEGARAAN	1
TARIKH MASUK	1

MAKLUMAT YANG DIBEKALKAN ADALAH EKSTRAK DARIPADA DOKUMEN YANG TELAH DIDAFTARKAN DENGAN PENDAFTAR.
 PENDAFTAR PERNIAGAAN, SEMENANJUNG MALAYSIA
 TARIKH : 11/07/2023
 DOKUMEN INI ADALAH CETAKAN KOMPUTER. TANDATANGAN TIDAK DIPERLUKAN.

UserID : EZB2 Tarikh : Tue Jul 11 22:41:24 MYT 2023 2 / 2

Introduction to business

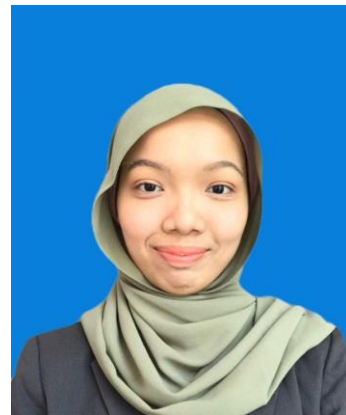
- **Name and address of business**

The name that has been given to the business is NN YOU SERVICES. The meaning of the business name is our initials. Lots of people are curious about the meaning of baes in our posts, and the meaning of baes is customers. We are lovely about helping our customers purchase their groceries, especially for working parents, because we know that they barely have time to purchase groceries. Now, we can help them by purchasing it for them and delivering it to their front door. Moreover, we have been planning to open our on-site personnel shop together since 2022. So, we decided to start our business online because nowadays people prefer to shop online. The address of our business is at

- **Organizational chart**



NURUL ATHIRAH BINTI SUKOR



NOR SYAHIDAH BINTI AZMAN

This is our organizational chart for the business. For your information, NN You Services is a partnership company that has been in existence since early May 2023. Besides that, you can see that we do not have any employees at this moment because we did not have enough budget to pay other employees. But, for now we can support each other and are planning to have an employee in a future. As you can see, we are still new in the services industry, but we learn a lot about delivery, and how to gain customers. Overall, we do get great feedback from our customers on our Facebook page.

- **Mission and vision**

MISSION:

Our mission is to provide a personalized shopping experience that exceeds our clients' expectations. We aim to save our clients time, reduce their stress, and help them look and feel their best.

VISION:

Our vision is to become the go-to personal shopping service for busy professionals and individuals who value quality, convenience, and exceptional service. We aim to build long-lasting relationships with our clients, and to be recognized for our commitment to excellence in everything we do.

- **Descriptions of products / services**

Our personal shopping service is intended to offer busy professionals and those who value high quality and great service a stress-free, practical, and personalized shopping experience. Shopping may be time-consuming and stressful, so we provide a variety of services to help our customers save time and feel less stressed. A chat with one of our knowledgeable personal shoppers kicks off our personal shopper service. We will learn more about our clients' shopping requirements, preferred styles, and other details during this session. Along with their budget, we'll talk about any additional needs they might have.

Our task is to develop a specialized shopping strategy that caters to the requirements of our clients based on this consultation. For example, they might go shopping for a special occasion, revamp their wardrobe, or find the ideal present for a friend or family member. Then, we will arrange a shopping trip for our customers at a time and location that is convenient for them. Our personal shoppers help our clients find the ideal things that suit their style, needs, and budget by offering professional advice and direction during the shopping experience. In addition, we'll handle all the specifics, such as coordinating sizes, colors, and styles as well as handling any returns or exchanges.

Following the shopping journey, we will deliver the products right to our clients' homes or places of business, where we will assist them in integrating their new purchases with their current wardrobe. Additionally, we will continue to support and guide our clients, so they always look and feel their best. Overall, the goal of our personal shopping service is to exceed our clients' expectations by offering an effortless, joyful, and customized shopping experience.

- Price list

Price List of Location/District Delivery.

NO.	Name of Locations/District	Price (RM)
1.	Kajang	4.00
2.	Cheras	5.00
3.	Putrajaya	8.00
4.	Puncak Alam	10.00
5.	Shah Alam	10.00

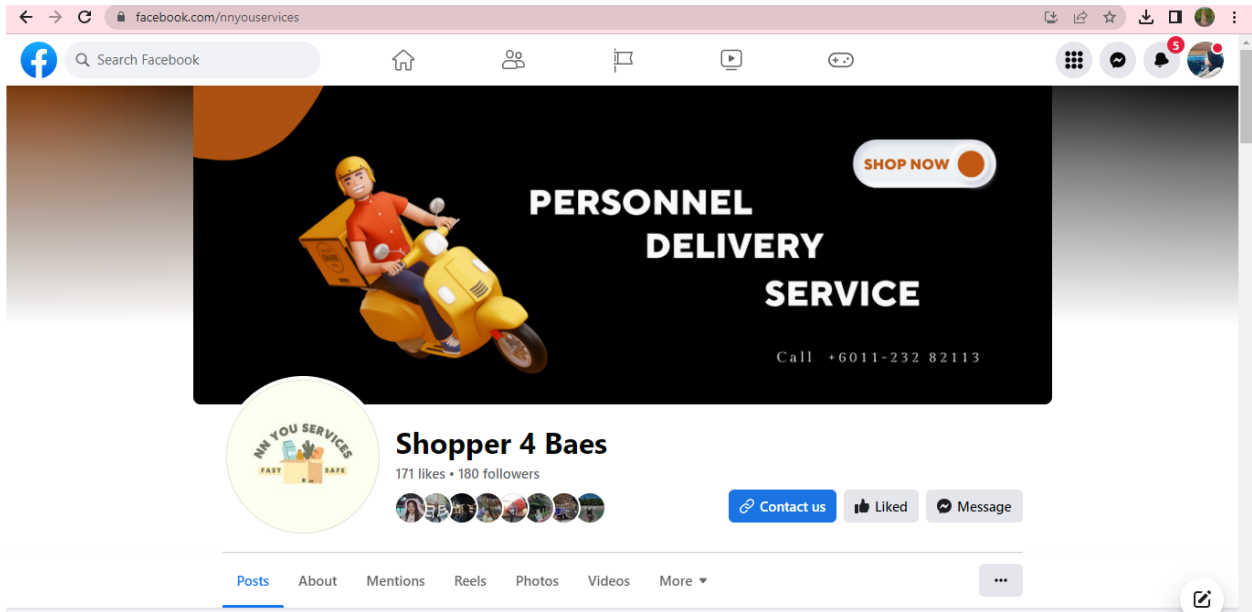
Range of Price Items/Products sold in supermarkets and minimarkets.

No.	Items/Product	Price (RM)
	SEAFOOD	
1.	Fish Cake 5 pcs/ per pack	4.60
2.	Figo Cheese Seafood Tofu (500g)	12.99
3.	Tempura Fish Dory	31.20
4.	Mushroom Round Fish Cake (300g)	4.60
	DRIED FOOD	
1.	Crinkle Dried Chili (200g)	7.45
2.	Ikan Bilis Kopek Langkawi (200g)	16.90
3.	Soh Hoon (400g)	5.30
4.	Udang Kering Tempatan (125g)	15.40
	VEGETABLES	
1.	Carrot (250g)	7.00

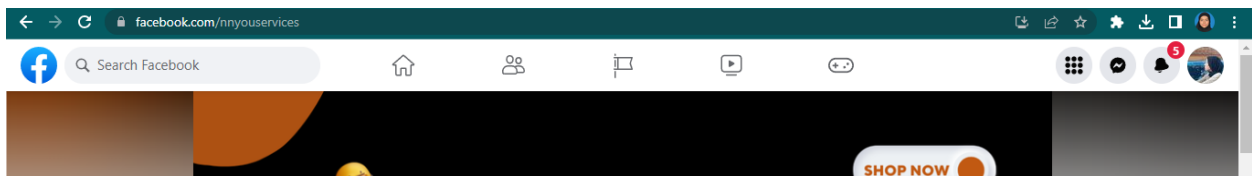
2.	Broccoli (1 unit)	4.14
3.	Cucumber (300g)	3.20
4.	CF Block Tofu (200g)	1.90
5.	Siew Pak Choy (250g)	2.43
6.	Potato (800g)	10.30
7.	Onion (500g)	8.60

Facebook (FB)

- **Creating Facebook (FB) page**

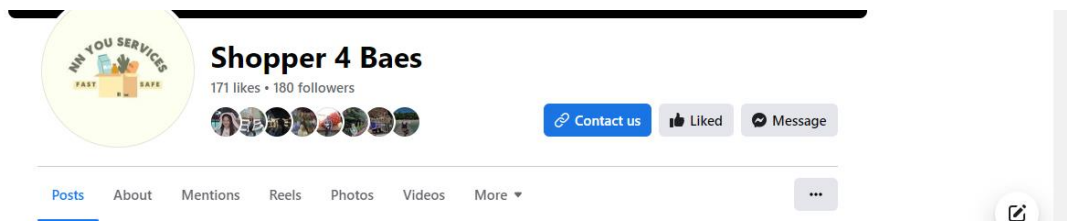


- **Customizing URL Facebook (FB) page**



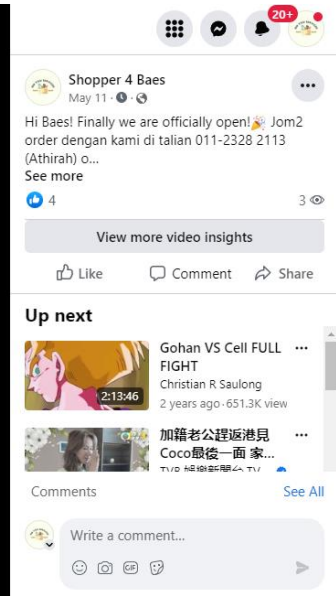
Our Facebook page URL is <https://www.facebook.com/nnyouservices>

- **Number of likers/followers**

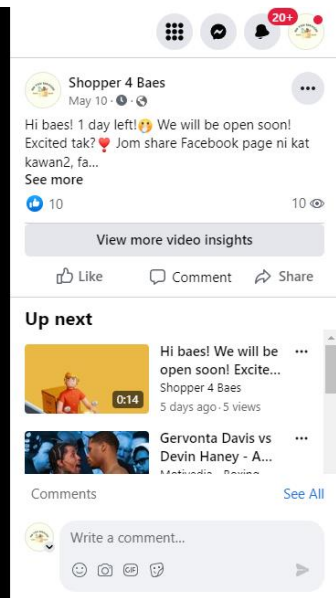
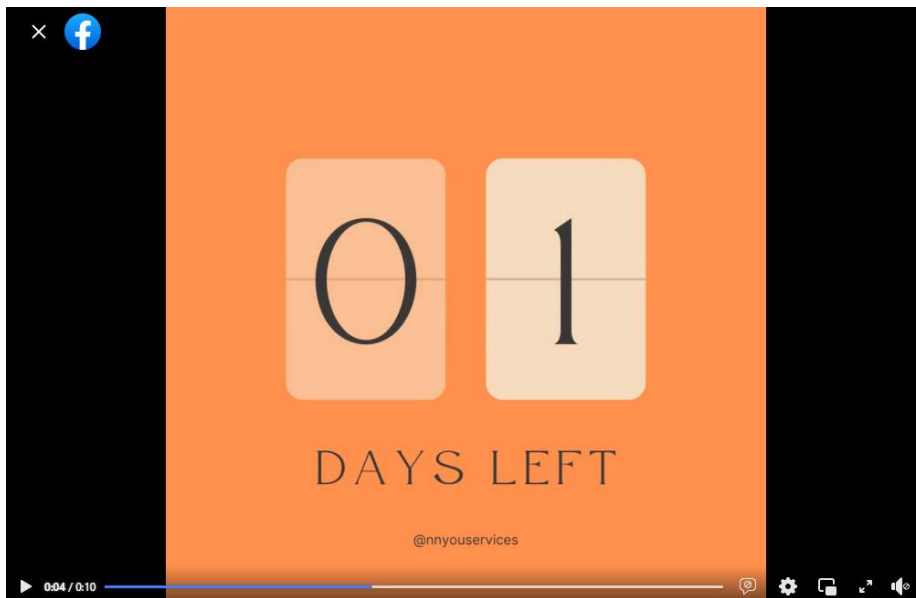


We successfully achieved 171 likes and 180 followers for our NN You Services.

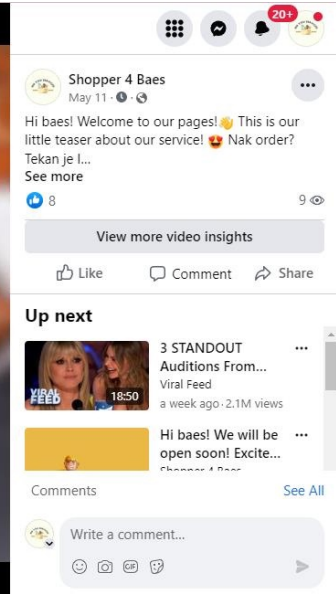
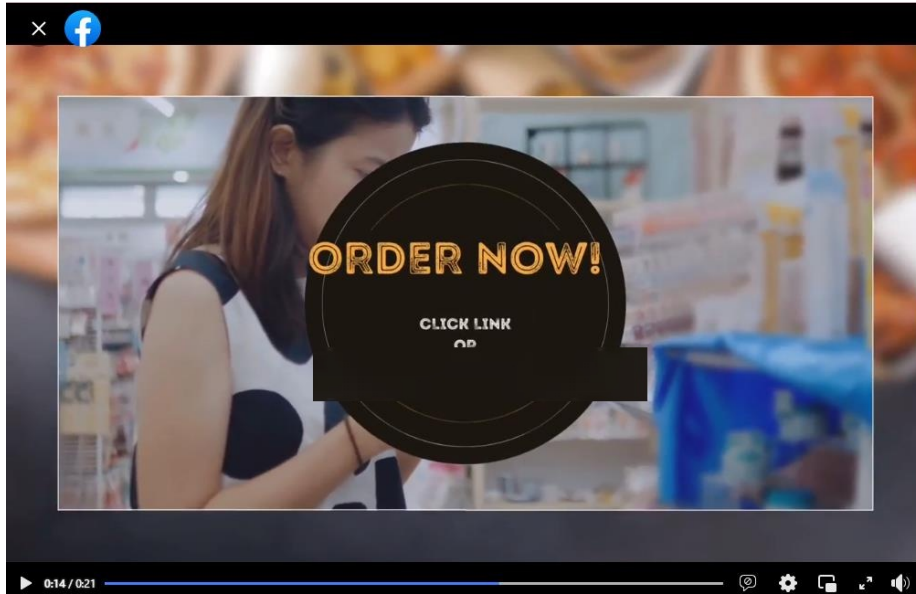
- Facebook (FB) post – Teaser



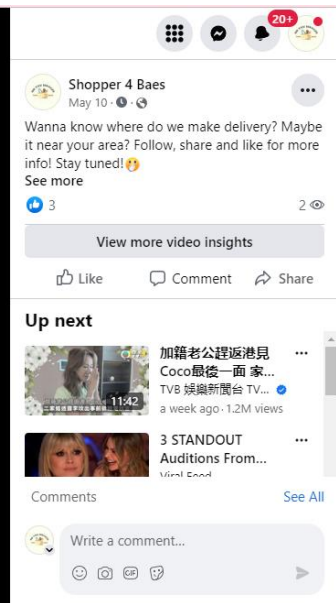
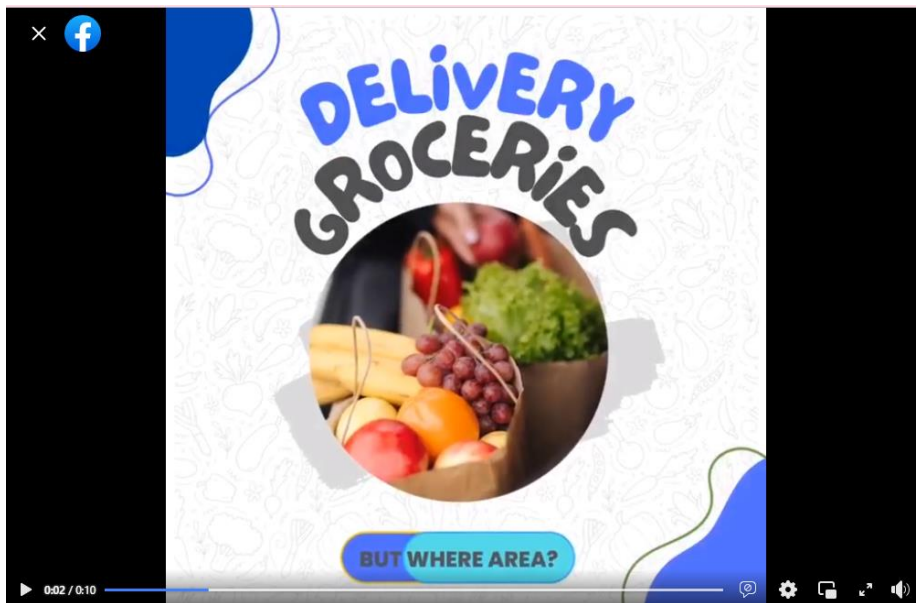
Teaser 1



Teaser 2



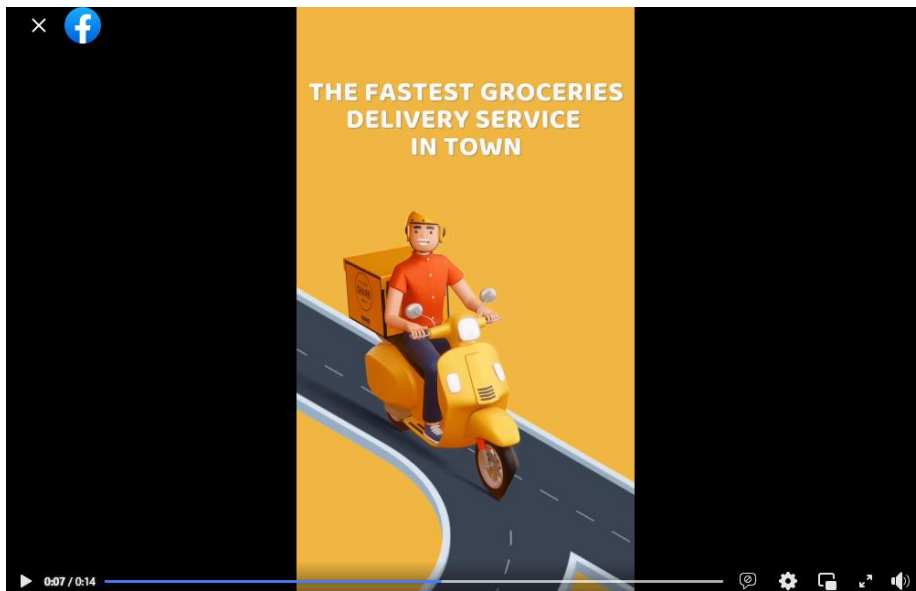
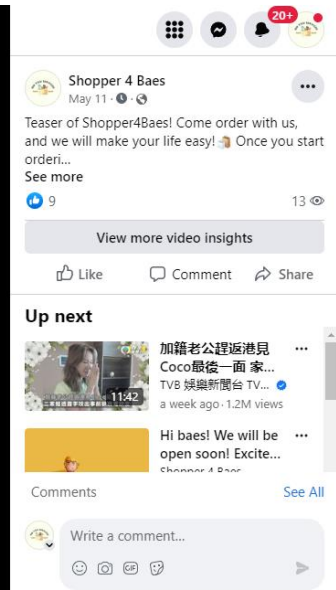
Teaser 3



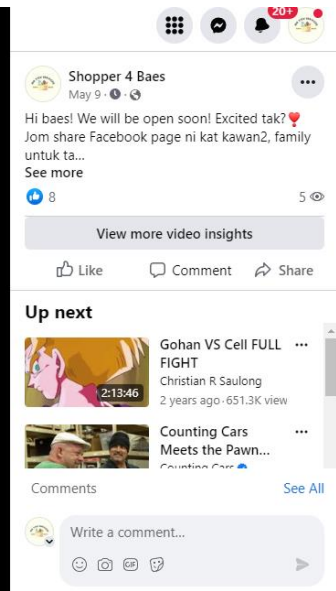
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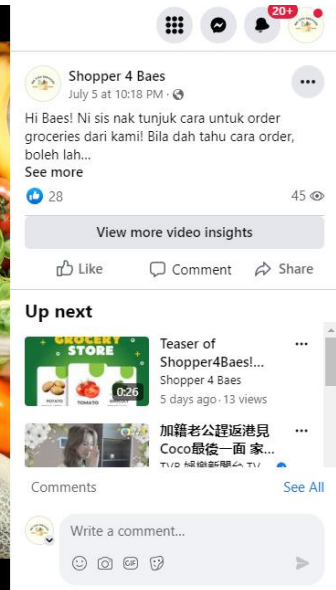
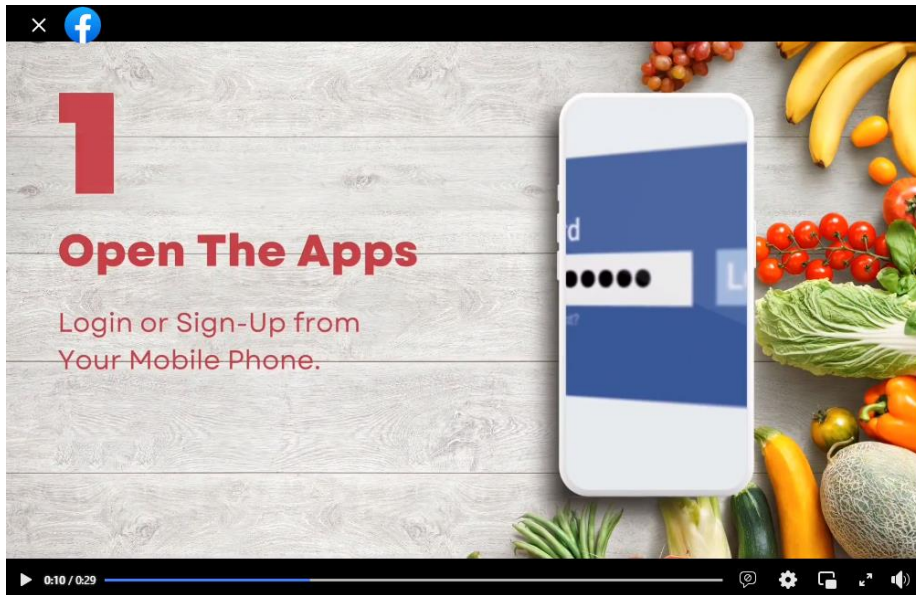


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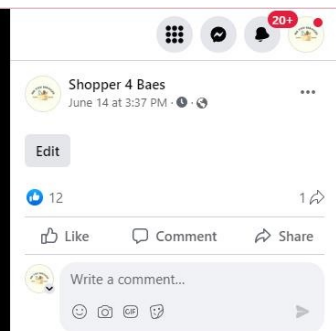
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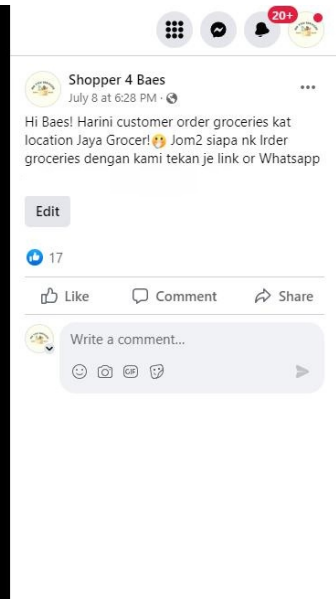


Teaser 7

- Facebook (FB) post – Copywriting (Hard sell)



Hard sell 1.



Hard sell 2.

Hard sell 3.



Shopper 4 Baes
June 13 · 🌐 · 🌐

hi baes! Harini kami delivery area Kajang sahaja. So, siapa yang nak order ~~...~~ hubungi atau ws kami ni talian ~~...~~ athirah)

Edit

👍 32 💬 5 📌 2

👍 Like 💬 Comment ➦ Share

Most relevant ▾

Sukor Hamid
Saya nak...pm
Like Reply Hide See translation 1w

Efi Anna
Servis **terbaik** shopper4baes
Like Reply Hide See translation 1w

↳ **Syahidah Azman** replied · 1 Reply

Anna Din
Saya nak order **terbaik**

Write a comment...

Hard sell 4.

Vegetables
PRICE LIST

	RM
● Carrot (250g)	7.00
● Broccoli (1 Unit)	4.14
● Cucumber (300g)	3.20
● CF Block Tofu (200g)	1.90
● Siew Pak Choy (250g)	2.43
● Potato (800g)	10.30
● Onion (500g)	8.60

BUY NOW

Shopper 4 Baes
June 23 at 12:27 AM · 🌐 · 🌐

Hi Baes! Ni adalah harga price list untuk vegetables! 🌱 Jom order untuk weekend esok! 📌 Tekan ie link di atas or Whatsapp di talian

Edit

👍 14

👍 Like 💬 Comment ➦ Share

Write a comment...

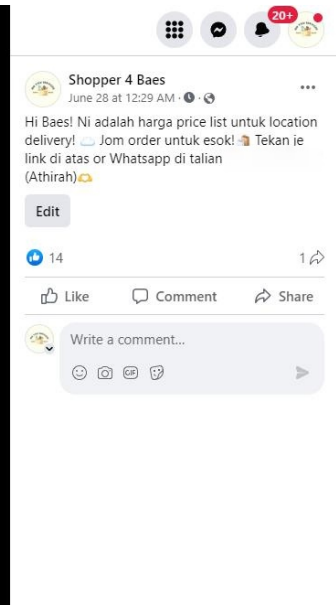
Hard sell 5.



Hard sell 6.



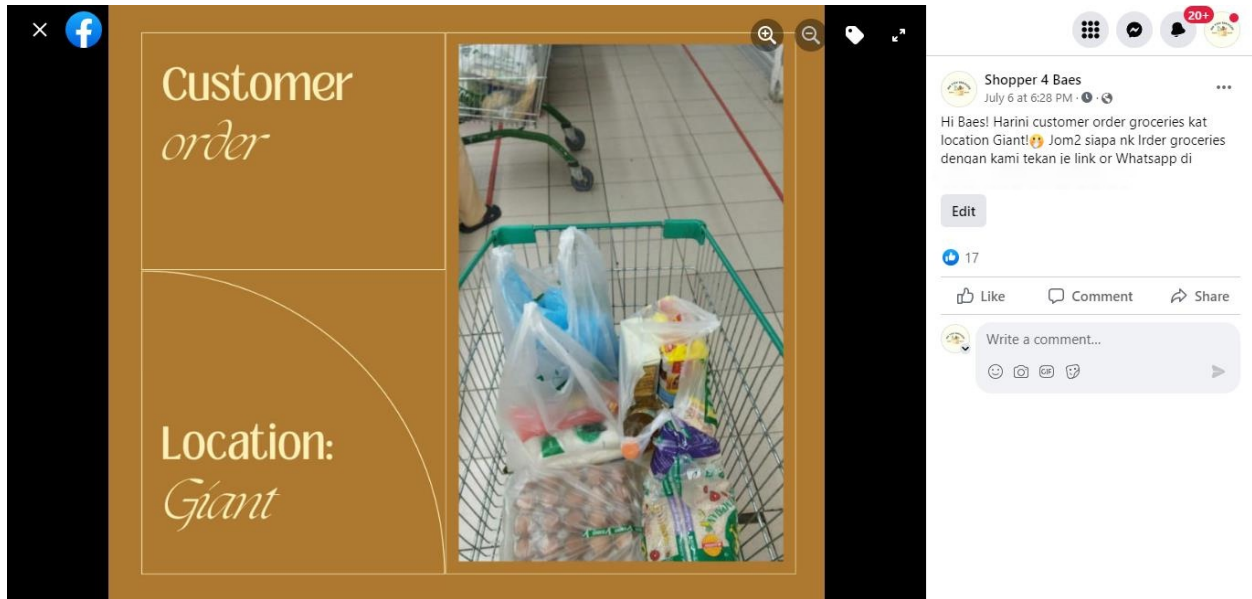
Hard sell 7.



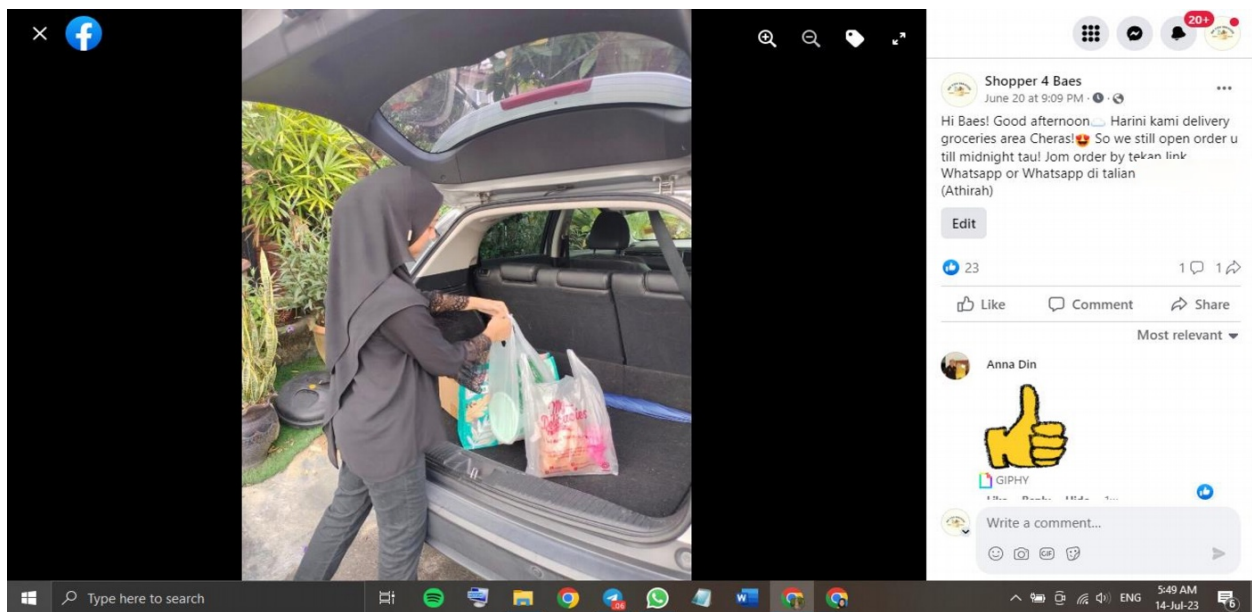
Hard sell 8.



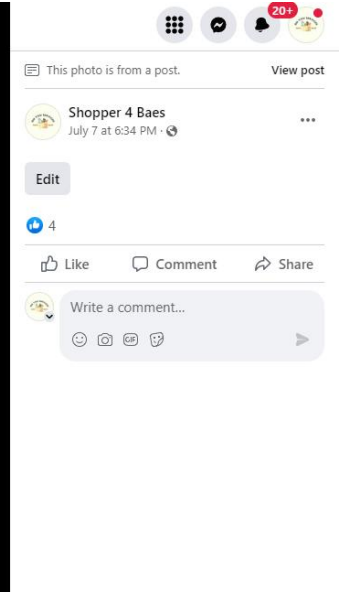
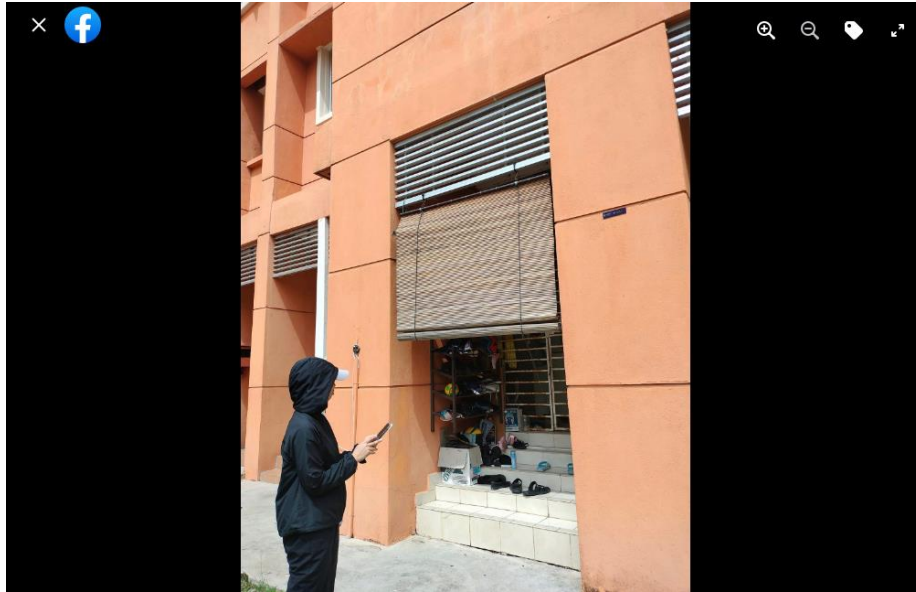
Hard sell 9.



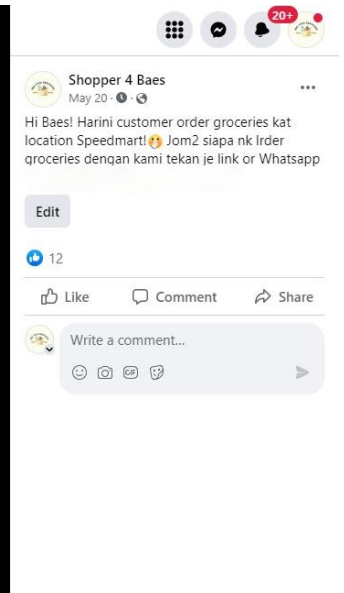
Hard sell 10.



Hard sell 11.



Hard sell 12.



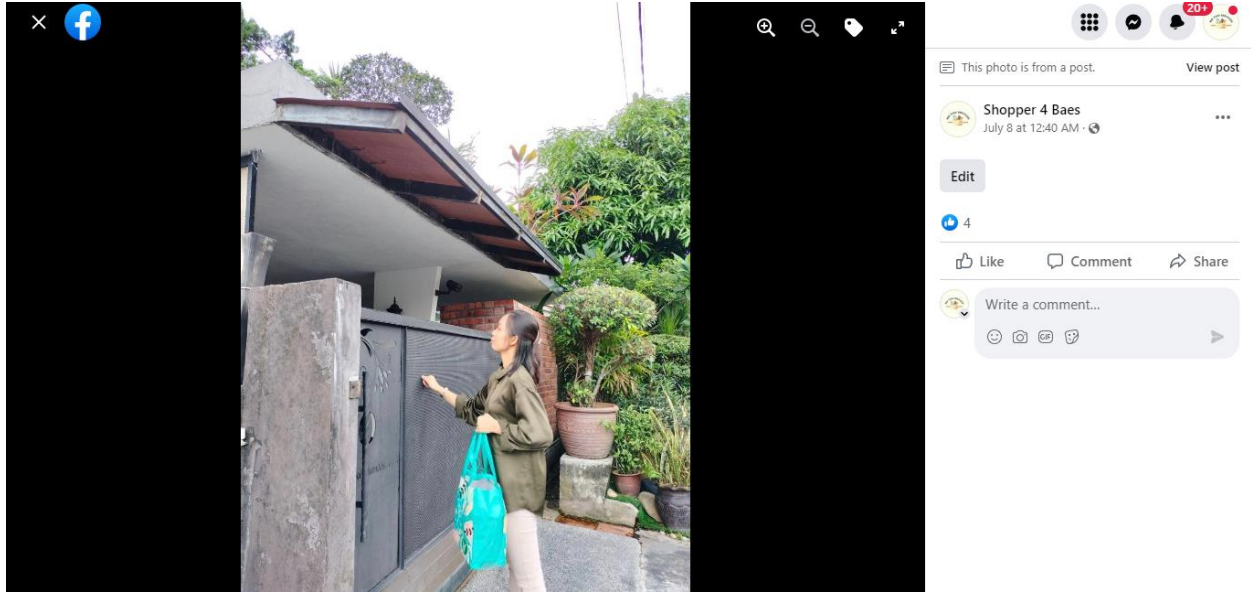
Hard sell 13.



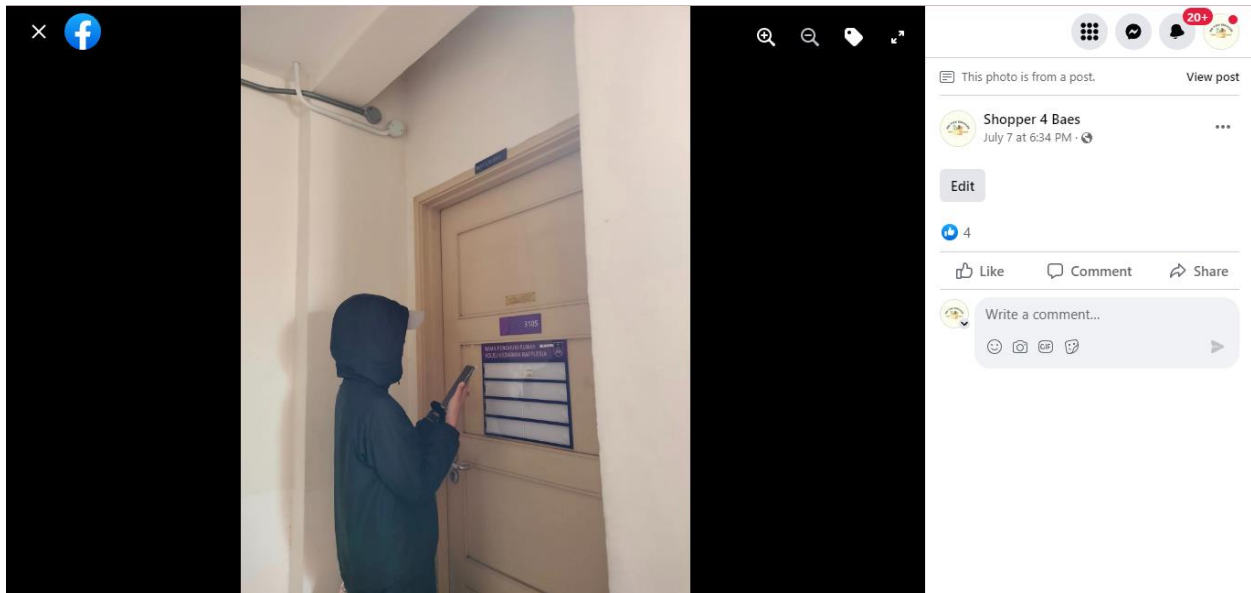
Hard 14



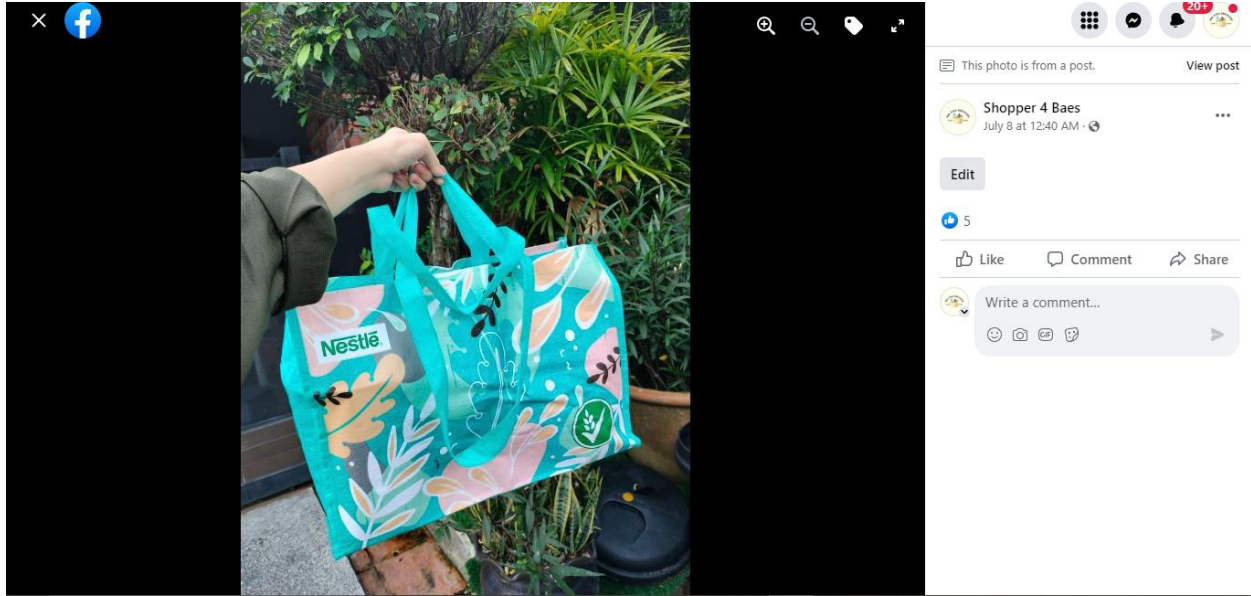
Hard sell 15.



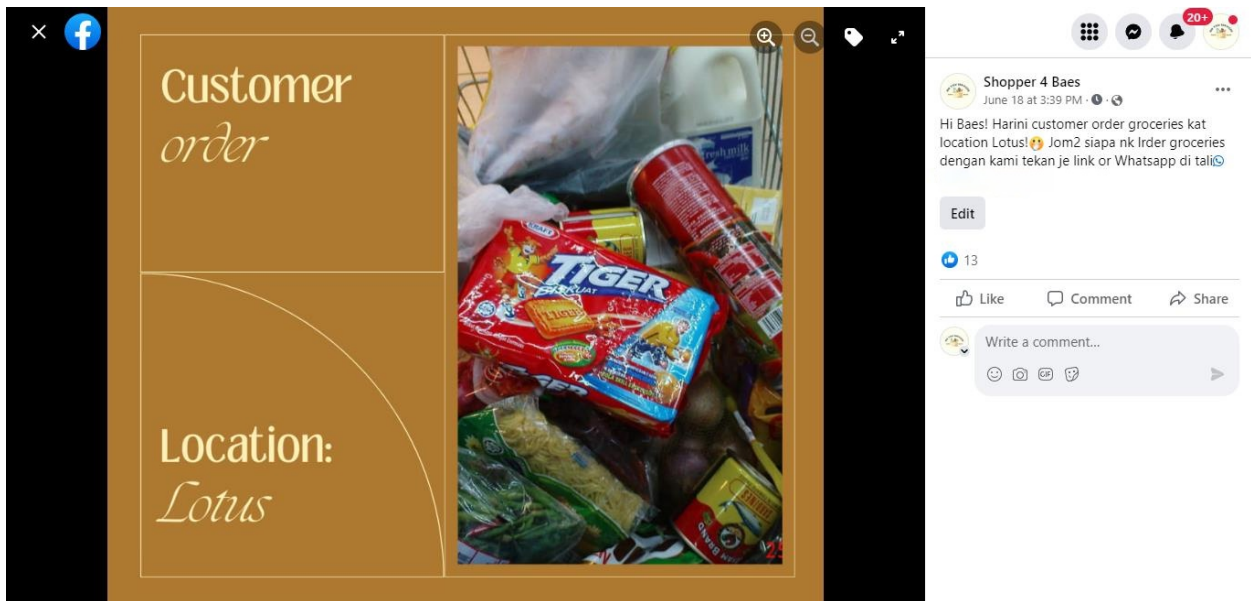
Hard sell 16.



Hard sell 17.



Hard sell 18.

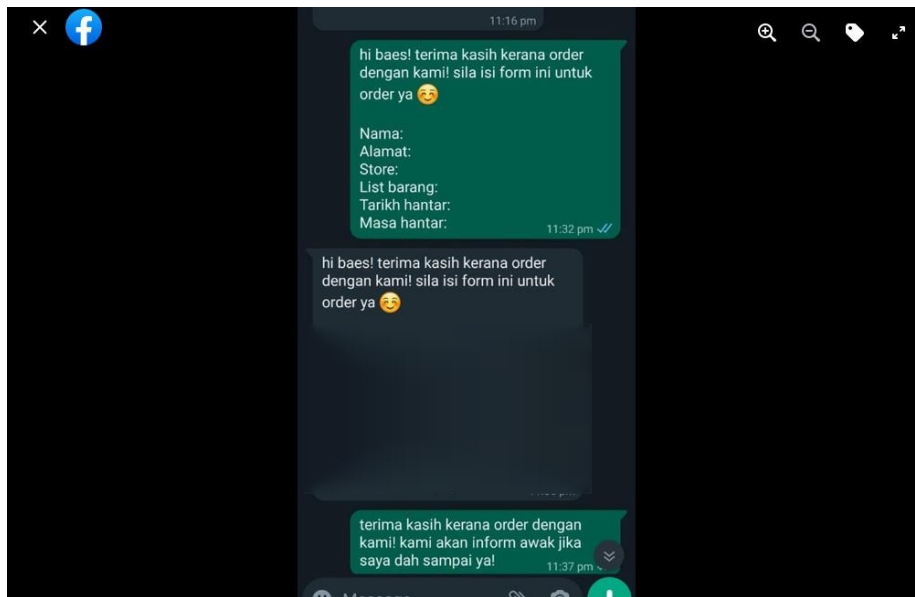


Hard sell 19.

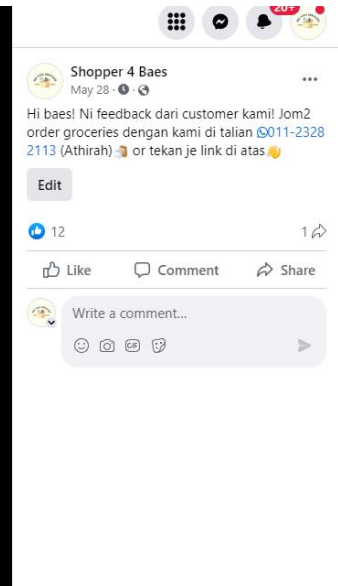


Hard sell 20.

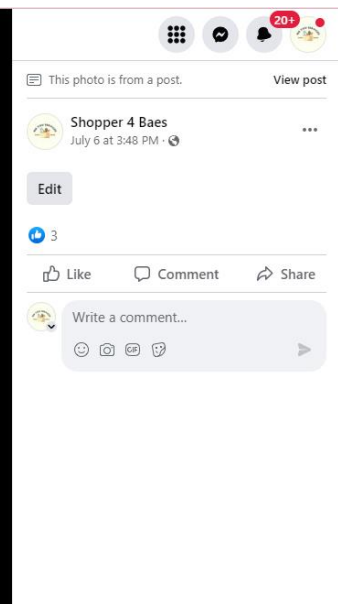
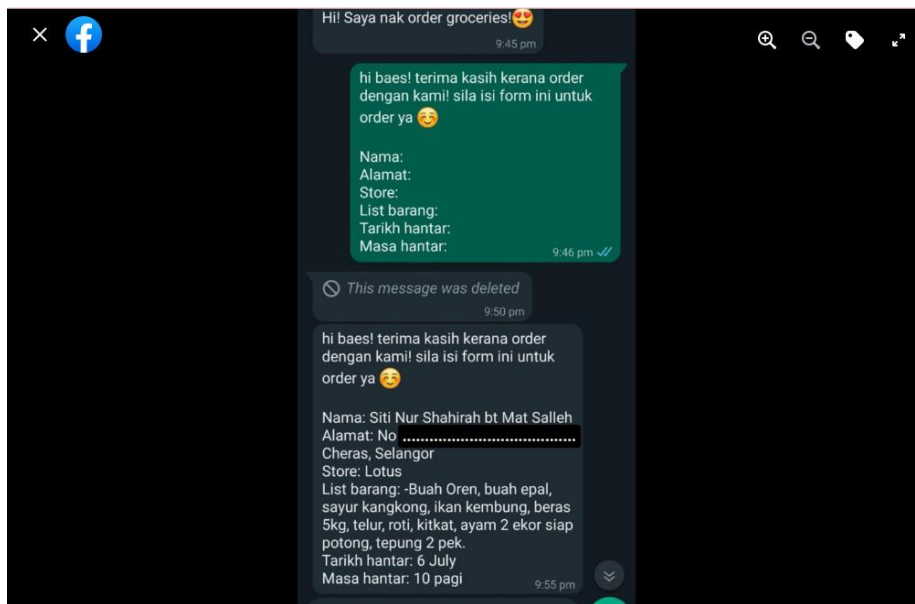
● Facebook (FB) post – Copywriting (Soft sell)



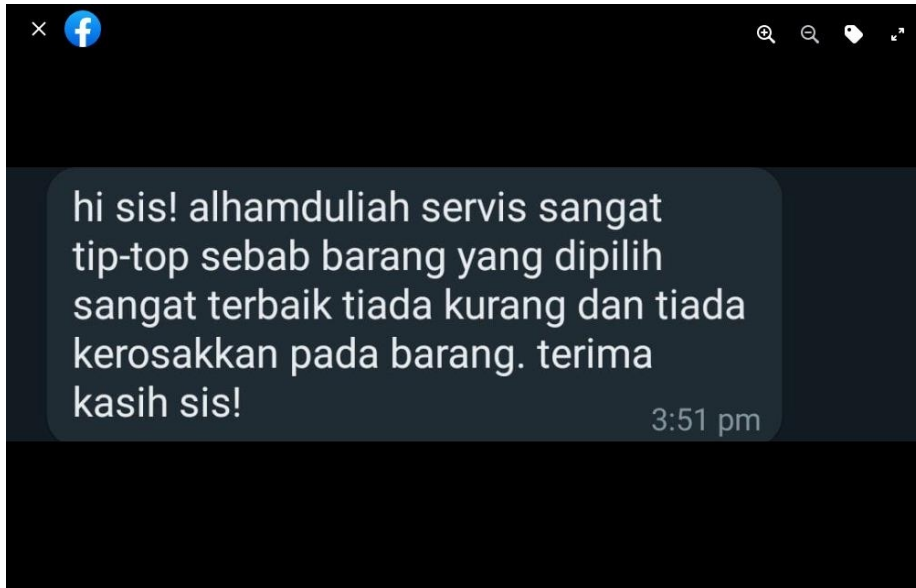
Soft sell 1



Soft sell 2



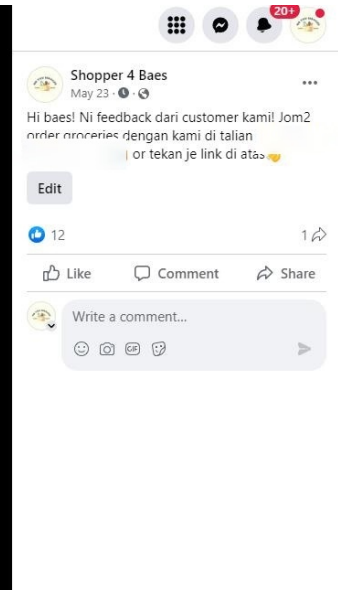
Soft sell 3



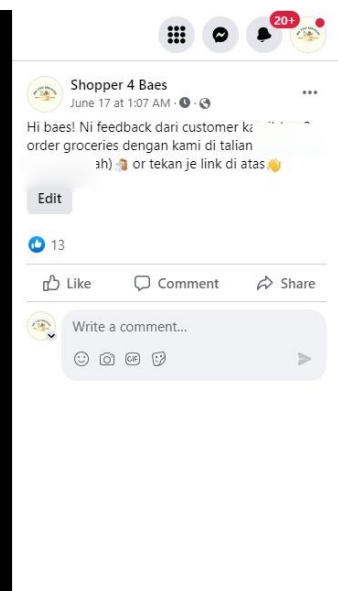
Soft sell 4



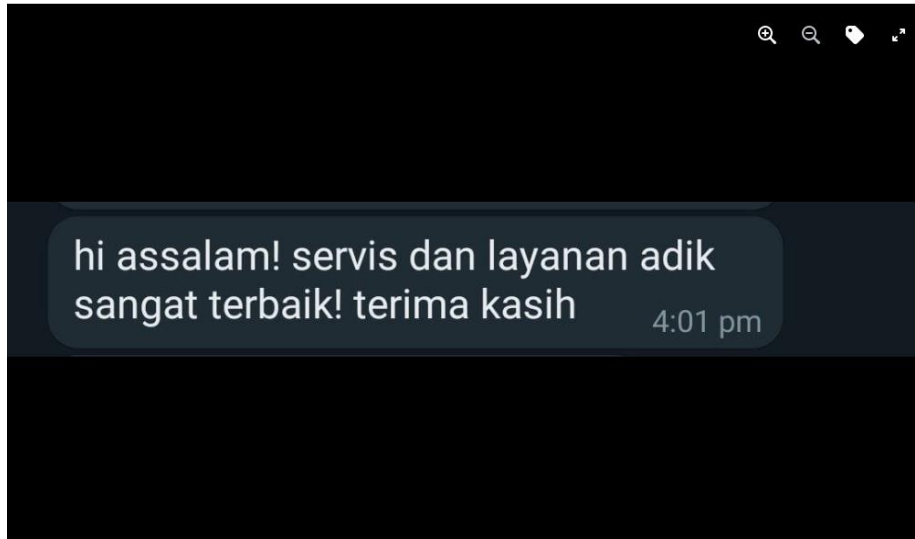
Soft sell 5



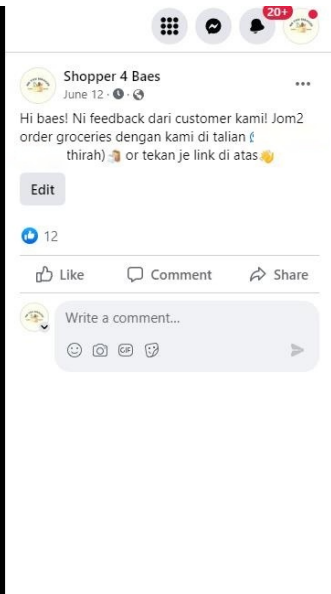
Soft sell 6



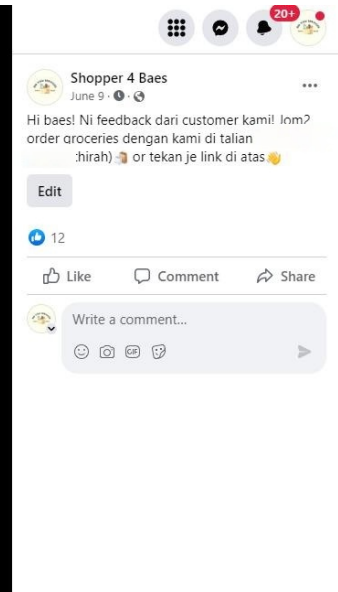
Soft sell 7



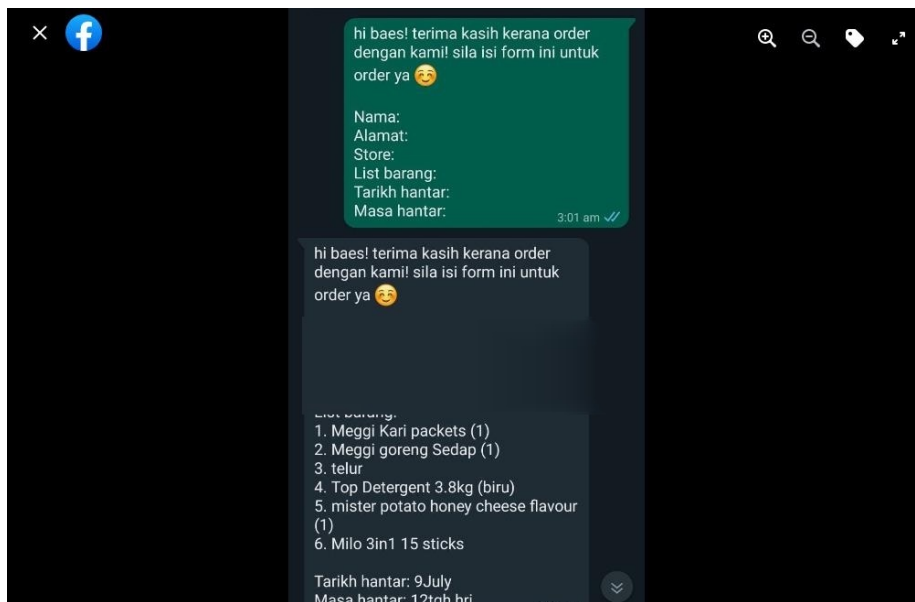
Soft sell 8



Soft sell 9



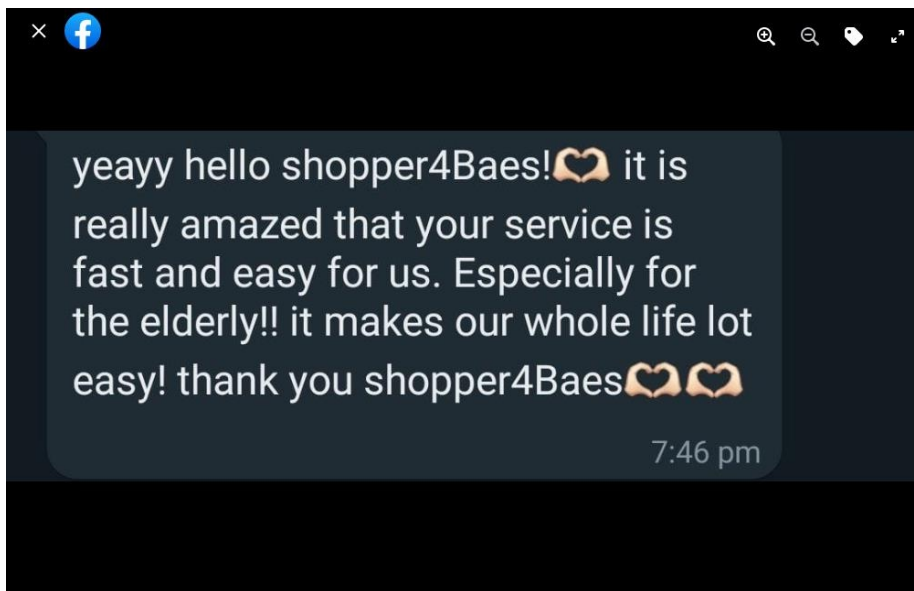
Soft sell 10



Soft sell 11



Soft sell 12



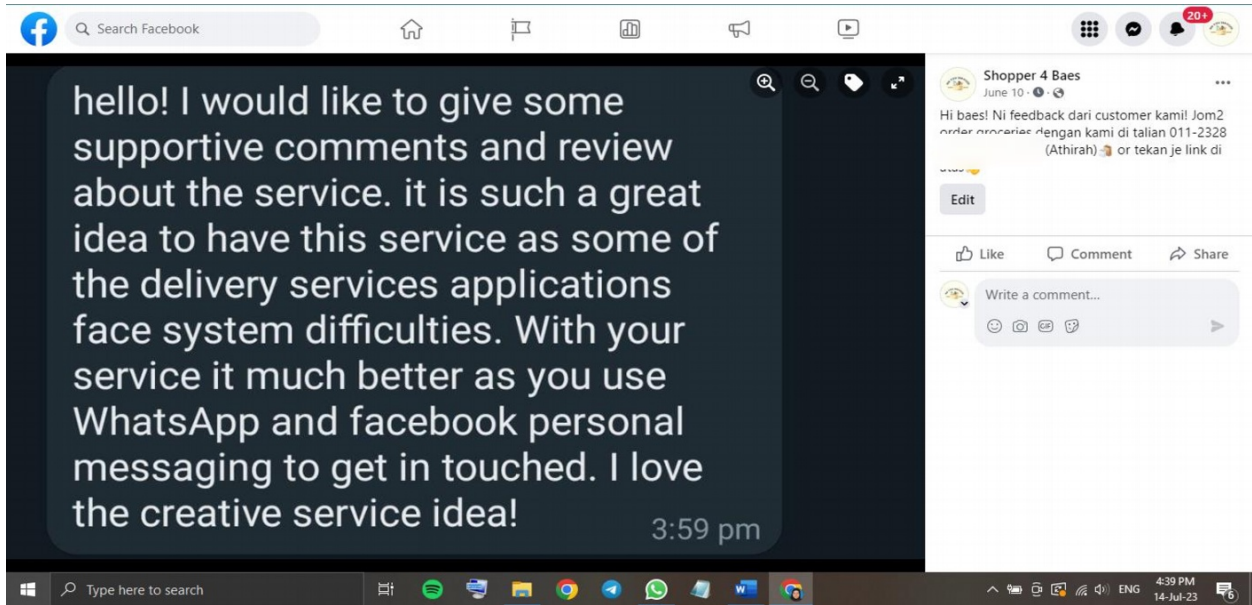
Soft sell 13



Soft sell 14



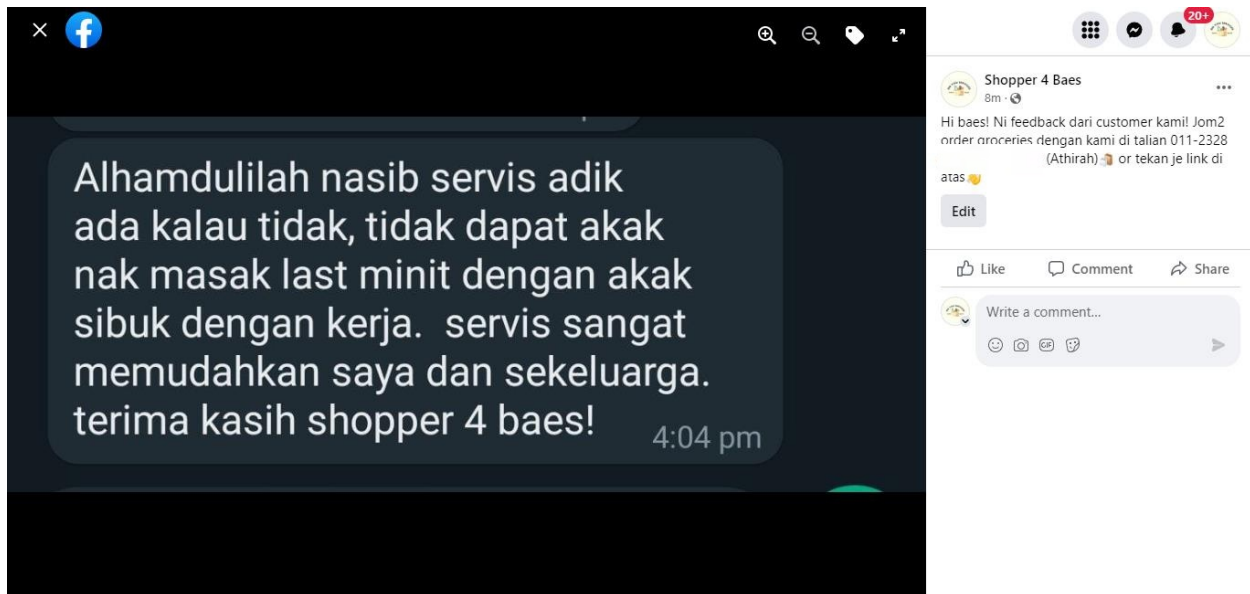
Soft sell 15



Soft sell 16



Soft sell 17



Soft sell 18

- **Sales Report per month**

MONTH	TOTAL CUSTOMERS	PURCHASE (RM)	SALES (RM)
MAY	10	840.00	70.00
JUNE	6	503.00	57.00

Table of Sales Report for 2 months

For your information, businesses may utilize sales reports to monitor their performance, discover opportunities for growth, and make tactical choices regarding product development, price, and marketing. Additionally, they may be used to assess the success of sales tactics and keep tabs on each sales representative's performance.

We just started our business in early May 2023, so we did not get a chance to gain more than 50 customers. In May 2023, we successfully earned income of RM70.00 with less than ten customers in a month. Moreover, we do receive income totaling RM57.00 in June. For June, we did not receive much income like the previous month, but we are still grateful for our hard work. Lastly, come July, we do get a couple of customers that decide to order groceries from us. By that, we will still be collecting our income in July.

Conclusion

In conclusion, our personal shopping service is intended to offer busy professionals and those who value quality and great service a stress-free, practical, and personalized shopping experience. We provide a wide range of services to save our clients time and worry, including consultations with seasoned personal shoppers, customized shopping lists, professional advice and direction during shopping visits, and continuing support and counsel. We strive to go above and above for our clients to make them feel and look their best.

Anyone who finds it difficult to find the time to shop or who finds the procedure daunting might consider using our personal shopping service. Our seasoned personal shoppers are committed to offering top-notch service and assisting our customers in locating the ideal things that suit their tastes, needs, and budget. We can assist you whether you're trying to find the ideal gift, update your wardrobe, or purchase for a certain occasion. Make an appointment for a consultation with us right now to reap the rewards of our personal shopping service for yourself!

One of the things that may be taken away from our personal shopping service is the fact that delegating some activities to dependable outside parties can free up time, lessen stress, and enhance people's quality of life in general. Our clients may concentrate on other crucial duties and benefit from a personalized shopping experience without the effort and worry of doing it themselves by working with skilled personal shoppers. Our personal shopping service further highlights the significance of privacy and security safeguards when dealing with other service providers. We have agreements with our partners that guarantee the privacy and security of our clients' information as well as the protection of those rights.