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UNIVERSITI
TEKNOLOGI
MARA

SOCIAL MEDIA PORTFOLIO



ENT 530

PRINCIPLES OF ENTREPRENEURSHIP

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TABLE OF CONTENT

No	Content	Page
1.0	Acknowledgement	1
2.0	Executive Summary	2
3.0	Business Registration (Suruhanjaya Syarikat Malaysia) (SSM)	3-8
4.0	Introduction of Business	
	4.1 Company Profile	9
	4.2 Organizational chart	9
	4.3 Mission/Vision	10
	4.4 Description of product	10
5.0	Facebook	11
	5.1 Facebook post – Teaser	12-15
	5.2 Facebook post – Copywriting Soft Sell	16-25
	5.3 Facebook post – Copywriting Hard Sell	26-35
	5.4 Frequency of Posting	36
	5.5 Sales Report	37-42
6.0	Conclusion	43

1.0 Acknowledgement

Alhamdulillah, I most grateful to Allah S.W.T for the completion of this Social Media Portfolio as one of the requirement that need to be accomplish in the course work assessment for the code ENT530.

Firstly, I am glad that I managed to complete my individual assignment that are given from my lecturer. This portfolio has been prepared with the cooperation and support from many people. I had to take help and guidance of some respected persons, who deserved my deepest gratitude. I would like to show my gratitude to Mr Zaim bin Mohd Salleh, my lecturer for subject Entrepreneur 530 for giving me a good guidelines for assignment during the process of completion of this social media work. I would also like to expand my gratitude to all those who have directly and indirectly guided me in writing this assignment.

In addition, I am also thankful to my parents and my siblings for their support in no matter what I do. They also help me a lot such as give me some motivation and financial to make this assignment complete.

Many people, especially my classmates have made valuable comment suggestions on my paper which gave me an inspiration to improve the quality of the assignment. Without all the support this assignment are impossible to be completed.

2.0 Executive Summary

The business I have chosen is under food and beverages. The product is namely Sapid Smores. The Sapid Smores is mainly product of butterscotch cookies layered with chocolate sauce and burned marshmallow at the top and a little bit of salted caramel sauce. The founder of this business is Ain Najiha bt Mohamad Nor.

Basically, they promote their product through social media such as Whatsapp, Facebook and Instagram. They also provide for Cash on delivery. In order to widen their business, they offered public to join as an agent or dropship. So, for this assignment I am interested with their business and already registered as one of their agent. I will be an agent for area Puncak Alam.

For marketing purposes, Sapid Smores strategy is to emphasize the quality and price of product and services. The Sapid Smores offer the affordable prices because many people in Puncak Alam is UITM students. I have use social media platform by utilizing Facebook (FB). For three months, I have successfully achieved the target sales which is RM150. I have registered this business under SSM using the names NUR ANIS BINTI SAMSUL ANWAR.

4.0 Introduction of Business

4.1 Business Profile

Name of the business : NUR ANIS BINTI SAMSUL ANWAR

Business address : No 44, Taman Kemangi 06300, Kuala Nerang, Kedah.

Email address : anissamsul@gmail.com

Telephone number : 019-4710918

The business I have chosen is The Sapid Smores. The Sapid Smores is one of products from 100% owned by Bumiputera. This business was established in the year 2018 and up to now being rapidly developing.

4.2 Organizational chart

The Sapid.S'mores is owned by Ain Najiha bt Mohamad Nor.

