



اَوْنُوْرَسِيْتِيْ بِاَتِيْكَوْلُوْ كِيْ مِيْاَرَا
UNIVERSITI
TEKNOLOGI
MARA

**PRINCIPLES OF ENTREPRENEURSHIP
(ENT530)**

SOCIAL MEDIA PORTFOLIO

Group : AC2203E
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ACKNOWLEDGEMENT

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In addition, I also thanks to my parent for the encouragement and advice to complete successfully this project and also dedicated to all people, especially my classmate that have made valuable comment suggestions on my paper which gave me an inspiration to improve the quality of the assignment.

EXECUTIVE SUMMARY

The project for this assignment has taught me about how to manage a business by using social media with the right way and techniques. I plan and have chosen to manage a business in terms of food products by producing and selling our truly 'kuih' Traditional which is curry puff or in Malay is called 'karipap'. I have learned on how to promote our products by using social media which is Facebook. Facebook is one of our platform for introduce and selling our product and is a form of internet marketing that involves creating and sharing content on social media network in order to achieve our marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

Besides, I have learnt that social media marketing is a powerful way for businesses of all sizes to reach prospects and customers.. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platform like Facebook ,you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

Furthermore, while doing this project, i have learned on how to create sale postings in a proper way by using teaser, soft sell and hard sell to attract and introduce our products to customer. We also need to be well prepared when there is problem occur in our business because we must to know to handle it to stabilize our business.

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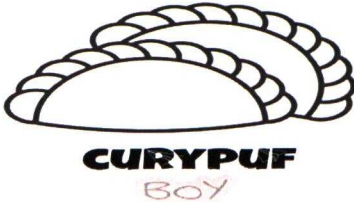
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2.0 INTRODUCTION OF BUSSINESS

2.1 COMPANY PROFILE

Name of the bussiness	Muhammad Azlan Bin Kamaruddin
Business adress	No.8 Jalan Bertam 5B/KU14 Taman Saujana Kampong Tok Muda Kapar 42200 Klang Selangor Darul Ehsan
E-mail address	azlanmuhammad814@gmail.com
Telephone number	0172936009

2.2 ORGANIZATIONAL CHART



CuryPufBoy is co-founded by Managing Director Muhammad Azlan Bin Kamaruddin assisted by four loyal head departments which are ,Muhammad Iqbal Bin Jamaluddin as Finance Manager, Eilya Hayani Batrisya Binti Rizal Jaffar as Marketing Manager, Nur Adriana Safiyyah Binti Khalid as Administrative Manager and Muhammad Azri Asyraf Bin Khairulniza as Operation Manager.

