



اَوْنِيُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

PRINCIPLE OF ENTERPRENUERSHIP
(ENT530)
SOCIAL MEDIA PORTFOLIO

GROUP : AC2203E

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ACKNOWLEDGEMENT

First of all, it is the Almighty ALLAH who gives us the sense to understand what is right and wrong. I have to prepare with proper acknowledge and information which we got from various sources of references.

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EXECUTIVE SUMMARY

The assignment is the study on how to run a business by using the social media. I have chosen a business to be run by me which is a business of making and selling pasta. By doing this business, I have learned on how to promote our products by using social media which is Facebook. Facebook is a social networking and e-commerce site that makes it a strategic platform for entrepreneur to market their products/services. while doing this assignment, I have learned on how to create sale postings by using teaser ,soft sell and hard sell. Actually, an entrepreneur has to be proficient when closing sales using effective “ soft sell” to answers customers’ enquiries.

Furthermore, I have learned on how to attract our customers and introduce our product to the customers. We need to set our customers target on order to make sure that our business running smoothly. We must know what customers want. We also need to know how to handle the upcoming problems.

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2.0 Introduction of business

2.1 company profile

Name of the business : PASTA YUMMY SHOP

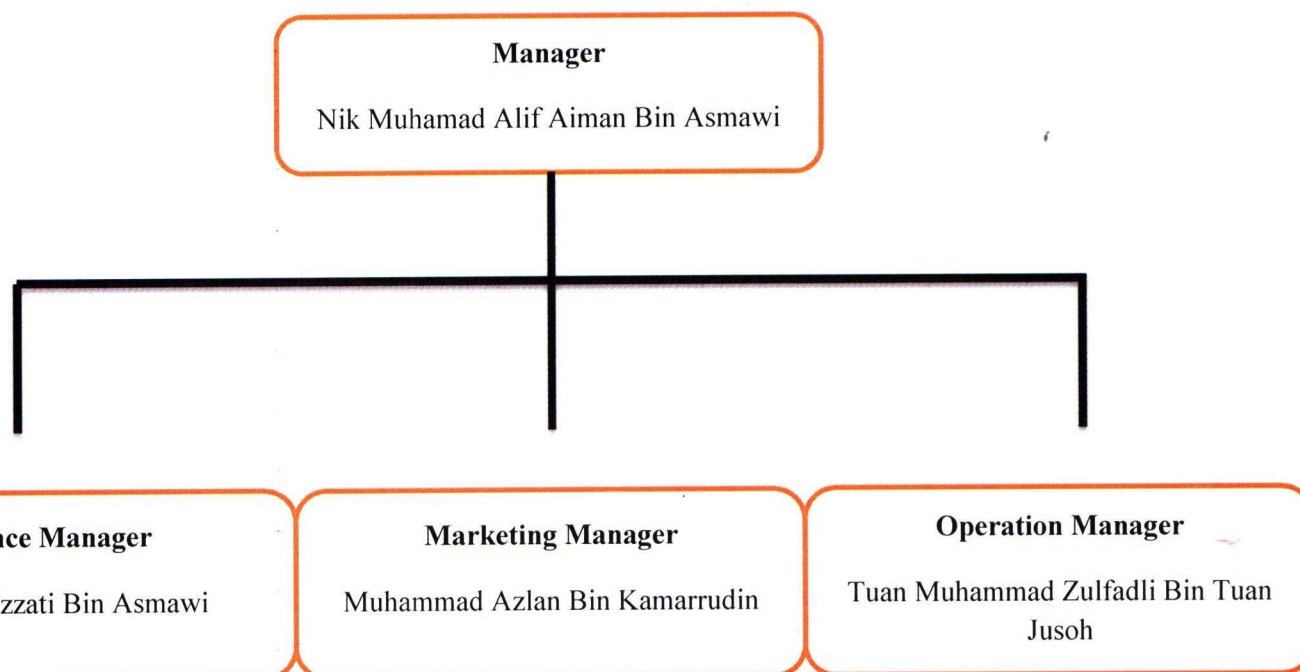
Business address : PT 4857, TamanD` Wan, Alor Lintang,
22200,Besut, Terengganu

Email Address : nikalif.aiman14@gmail.com

No. phone : 011-23189071

2.2 Organization Chart

PASTA YUMMY SHOP is co-founded ny managing Director Nik Alif Aiman Bin Asmawi assisted by 3 department Nik Aina Izzati Bin Asmawi as Finance Manager, Muhammad Azlan Bin kamarrudin as Marketing Manager and Tuan Muhammad Zulfadli Bin Tuan Jusoh as Operation Manager



2.3 Mission & Vision

Mission

- To make a pasta using a standard and quality ingredient.
- To have a efficient workers in production

Vision

To make a business that produce a good quality of pasta in Malaysia

2.4 Description of product

We produce and sell 2 types of pasta which is Pasta carbornara and Pasta Bolognese. We also provided delivery services to deliver pasta infront of the door of customers. Our homemade pasta is made of Fettucine pasta types , chosen sause by customer either carbornara or Bolognese. To make this pasta more enjoyable we fill it with chicken meat, mushroom and Sausages . Our pasta is packaged using transparent container so the customer can see and choice their flavour easily.

Price Of product

1 pack = RM 5

4 pack = RM 20 + free postage

(Postage is RM 1)