

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF OFFICE SYSTEMS MANAGEMENT (HONS.)

PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

SOCIAL MEDIA PORTFOLIO

NAME: NUR SHABILA BINTI JAMALUDIN

STUDENT'S ID: 2020968617

GROUP: M1BA2323C

LECTURER: MADAM RAHAYU BINTI HASAN

EXECUTIVE SUMMARY

The company name of this business is Choco Bear. The type of business run is enterprise in which the another word for it is profit business or company and mostly associated with entrepreneurial ventures. This business has market their product through Facebook Page which named 'Choco Bear' (https://www.facebook.com/ChocooBear). This business is also registered to Go-eCommerce in which it is an online entrepreneurial platform with the tools to help build business to the next level.

This business category is food and beverages whereby the product that has been market through Facebook Page is biscuit with cream filled. The special about the biscuit is that it is crunchy on the outside and filled with flavoured cream inside. There are three flavour that has been produced which is chocolate, strawberry and banana. The pack is made to make it easy for customer to bring anywhere and it is also suitable for any occasion.

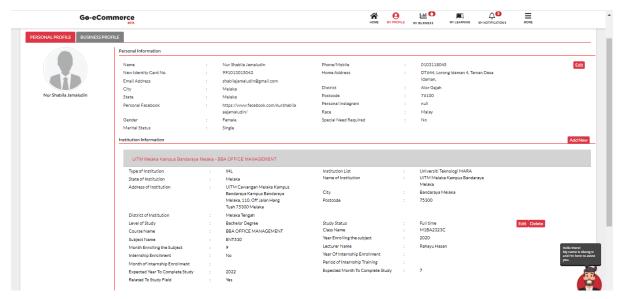
This business's organization structure is consists of the owner, finance manager with 2 accountant assistant, sales manager with 2 sales associate and office manager with admin assistant. Each positions has their own role to make sure this business run smoothly and successfully. Owner duties is to review and developing marketing strategies, identify business opportunities and overseeing daily activities. Finance duties is to prepare balance sheets, processing invoices and assist in preparation of budgets. Sales manager with sales associate is responsible to promote and sell products through Facebook page and also establish and maintain positive business and customer relationships. Administrative is responsible to creating spreadsheets and presentations, and also filing records.

There are three steps to be followed to market product through Facebook page which is teaser, soft sell and hard sell. Teaser is made to create curiosity among customer about new product to be launch. This business is using graphic as their teaser in which the picture of the product is blurred or make writing to tease their curiosity. Soft sell is the way of promoting product indirectly. This business has using soft sell format which is title, introduction, body and call-to-action. It also include graphics that are relatable with the topic. Hard sell is the way of promoting product directly and aggressively whereby it will introduce the product and the description with price. Hard sell can be in poster or writing. The format used in hard sell marketing by this business is attention, interest, desire, conviction and call-to-action. This business has also include graphics in hard sell marketing.

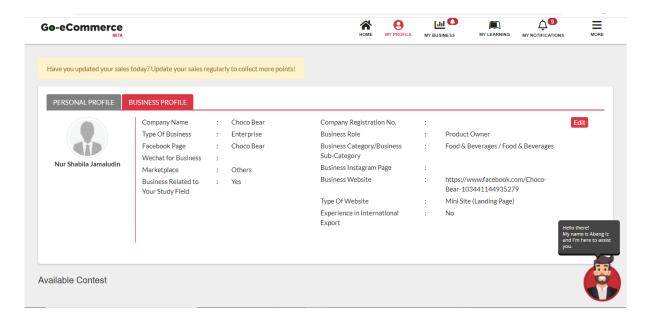
TABLE OF CONTENT

NO.	CONTENT	PAGE
1.	AKCNOWLEDGEMENT	1
2.	EXECUTIVE SUMMARY	II
3.	GO-ECOMMERCE REGISTRATION	1
4.	INTRODUCTION OF BUSINESS	2
5.	CREATING FACEBOOK (FB) PAGE	4
6.	FACEBOOK (FB) POST – TEASER	5
7.	FACEBOOK (FB) POST – COPYWRITING AND GRAPHIC (HARD SELL)	7
8.	FACEBOOK (FB) POST – COPYWRITING AND GRAPHIC (SOFT SELL)	15
9.	CONCLUSION	23

1.0 GO-ECOMMERCE REGISTRATION



Personal Profile



Business Profile

2.0 INTRODUCTION OF BUSINESS



Business Name:	Choco Bear	
Address:	DT647, Lorong Idaman 5, Taman Desa Idaman, Durian Tunggal Melaka.	
Mission:	To conduct business with conscience to benefit all.	
Vision:	To build a more open world where people from all backgrounds share a bite and share a moment.	
Product Description:	 Crunchy on the outside, creamy inside Easy to bring anywhere Suitable for any occassion 150g/pack 	
Price List:	RM5/pack	

The name of this business is Choco Bear which located at DT644, Lorong Idaman 4, Taman Desa Idaman, Durian Tunggal Melaka. This business is owned by Nur Shabila binti Jamaludin. There are several personnel who are responsible to make sure this business run smoothly which divide to accounting and finance, sales and marketing and administration. Our mission is to conduct our business with conscience to benefit all. Our vision is to build a more open world where people from all backgrounds share a bite and share a moment. The product that we sells are biscuit which filled with cream and the top of the biscuit is designed with bear picture. Our main product is biscuit filled with chocolate cream but there are 3 types cream flavour to choose from which is chocolate, strawberry, and banana. This product is easy to bring anywhere because the plastic is customised with zip lock. Therefore, consumer do not have to worry for the biscuit to spill whenever they bring it to anywhere. This biscuit is suitable to eat in any occasion. It is also suitable to make it as a gift to the loved one. The price we sell for a pack is RM5.00 each. We also do some promotion to attract customer to try our product.