



**FACULTY OF BUSINESS AND MANAGEMENT**  
**BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS)**  
**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**



**SOCIAL MEDIA PORTFOLIO**  
**MAMA'S COOKIES BY SHARLEYZA**

**PREPARED BY:**  
SHARLEYZA ERAYU  
2020966485  
M1BA2323C

**SUBMISSION FOR:**  
MADAM RAHAYU BINTI HASAN

**SUBMISSION DATE:**  
22 JANUARY 2021

## **EXECUTIVE SUMMARY**

This portfolio is meant to record and report the requirements for the social media business task that has been assigned as part of the requisite for subject Principle of Entrepreneurship (ENT530). The social media portfolio is an assignment that necessitates students to create and do sell on Facebook. This portfolio specifically reports the development of Mama's Cookies.

For the first section of the portfolio, I attach the proof of Go-Ecommerce registration. Next, in the introduction section, I included items such as the name and address of the business, organizational chart, mission & vision, description of products and price list. Furthermore, in the Facebook section I illustrates the Facebook page layout and the business information displayed there. Meanwhile, in the "Custom URL Facebook Page" section, the number of likes gained for the business page as well as the custom Facebook URL is shown. Other three sections display the printscreen of teaser and copywriting posts. The Facebook posts are divided into two which are hard sell and soft sell posts. Finally, the social media portfolio is summarized in the conclusion section.

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## 1.0 GO-ECOMMERCE REGISTRATION

**Go-eCommerce BETA**

HOME MY PROFILE MY BUSINESS MY LEARNING MY NOTIFICATIONS MORE

PERSONAL PROFILE **BUSINESS PROFILE**

**SHARLEYZA ERAYU**

Company Name	:	Mama's Cookies by Sharleyza	Company Registration No.	:		<a href="#">Edit</a>
Type Of Business	:	Enterprise	Business Role	:	Product Owner	
Facebook Page	:	https://www.facebook.com/mamacookiesbySharleyza	Business	:	Food & Beverages /	
			Category/Business Sub-Category	:		
Wechat for Business	:		Business Instagram Page	:		
Marketplace	:	None	Business Website	:		
Business Related to Your Study Field	:	Yes	Type Of Website	:		
			Experience in International Export	:	No	

Hello there! My name is Abang Iz

**Go-eCommerce BETA**

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PERSONAL PROFILE **BUSINESS PROFILE**

**SHARLEYZA ERAYU**

Have you updated your sales today? Update your sales regularly to collect more points!

**Personal Information**

Name	:	SHARLEYZA ERAYU	Phone/Mobile	:	0189891307	<a href="#">Edit</a>
New Identity Card No.	:	990826016670	Home Address	:	23, JALAN SEKUNTUM 14, TAMAN BUKIT DAHLIA	
Email Address	:	sharleyza.erayu@gmail.com	District	:	MASAI	
City	:	PASIR GUDANG	Postcode	:	81700	
State	:	Johor	Personal Instagram	:	null	
Personal Facebook	:		Race	:	Malay	
Gender	:	Female	Special Need Required	:	No	
Marital Status	:	Single				

**Institution Information**

Hello there! My name is Abang Iz

## 2.0 INTRODUCTION OF BUSINESS

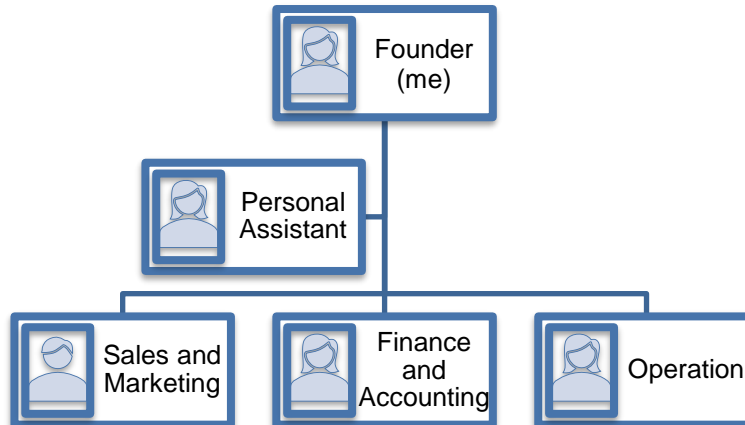


### 2.1. Name and Address of Business

Name of Business: Mama's Cookies by Sharleyza

Address : 23, Jalan Sekuntum 14, Taman Bukit Dahlia  
81700, Pasir Gudang, Johor.

### 2.2. Organizational Chart



### 2.3. Mission and Vision

Mission:

- To give our customers a wonderful, affordable and different snacking experience that will spark happiness and delight.
- To be a well-known snack brand in Malaysia
- Give opportunity for other people to start a business