

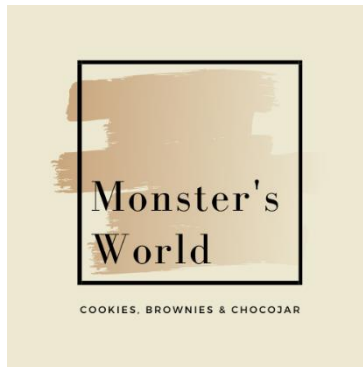


اَوْنِيُوْزِ سِيْتِي تِي كُنُوْ لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**  
**BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)**  
**BA232**

**PRINCIPLES OF ENTREPRENEURSHIP (ENT530)**

**ASSIGNMENT 3:**



**SOCIAL MEDIA PORTFOLIO**  
**MONSTER'S WORLD**

**PREPARED BY:**

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**CLASS:**

**M1BA232 3C**

**PREPARED FOR:**

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**DATE OF SUBMISSION:**

**22 JANUARY 2021**

## EXECUTIVE SUMMARY

This social media portfolio assignment consists of Monster's World's business on Facebook. It is a newly established business initially established due to the owner or founder's fondness for creating a dessert for herself. The business locates at No 166, Jalan TAN 1/10, Taman Tengku Ampuan Najihah 71450 Seremban, Negeri Sembilan, Malaysia. As time goes by, it aims to target dessert lover's stomachs, especially those who love to eat chocolate. To further satisfy the increasing demand for desserts, Monster's World creates four creations: Brownies, Chocojar, Cookies, and Pour and Dip Jar Cookies, with each of them using our proud signature chocolate. Each product's prices are below RM20 each, which is a moderate price compared to others as the desserts are of high quality.


There are 14 teasers in this portfolio, 17 soft sells copywriting using the CTA technique, and 18 hard sells copywriting using the AIDCA technique posted on Monster's World Facebook page to fulfill the assignment's requirement. It is also able to attract potential consumers within this limited time. The graphics for teasers, hard sells, and soft sells are specific in which one could identify immediately what the image was supposed to be without reading beforehand the copywriting. It is due to the differences in their colors and style. The teasers are designed to be attractive, eye-catching, and exude mysteriousness and curiosity. While the hard sell and soft sell designs are the same, with only the color be their differences. The design is similar due to the concept of Monster's World Facebook page where you "enter" the World of Monsters. Thus, all of the designs are as computer's window being opened.

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# 1.0 GO-E-COMMERCE REGISTRATION

**PERSONAL PROFILE** BUSINESS PROFILE



**SITI NUR IZZATI BINTI  
KAMSOL**

**Personal Information**

Name	: SITI NUR IZZATI BINTI KAMSOL	Phone/Mobile	: 0182047513	<a href="#">Edit</a>
New Identity Card No.	: 990307055280	Home Address	: No 166, Jalan TAN 1/10, Taman Tengku Ampuan Najihah, 71450, Sungai Gadut, Seremban, Negeri Sembilan	
Email Address	: snizzatiey@gmail.com	District	: Seremban	
City	: Seremban	Postcode	: 71450	
State	: Negeri Sembilan	Personal Instagram	: stnrzzty	
Personal Facebook	: Siti Nur Izzati	Race	: Malay	
Gender	: Female	Special Need Required	: No	
Marital Status	: Single			

**PERSONAL PROFILE** **BUSINESS PROFILE**



**SITI NUR IZZATI BINTI  
KAMSOL**

Company Name	: Monster's World	Company Registration No.	:	<a href="#">Edit</a>
Type Of Business	: Enterprise	Business Role	: Dropshipper	
Facebook Page	: <a href="https://www.facebook.com/monstersworld/">https://www.facebook.com/monstersworld/</a>	Business Category/Business Sub-Category	: Food & Beverages / Food & Beverages	
Wechat for Business	:	Business Instagram Page	:	
Marketplace	:	Business Website	:	
Business Related to Your Study Field	:	Type Of Website	:	
		Experience in International Export	:	

## 2.0 INTRODUCTION OF BUSINESS

### 2.1. Name and Address of Business

The business name is Monster' 's World, named by its founder. Initially, we called the company The World of Monsters. However, after a lengthy discussion, we decide to change it to Monster's World since it is easier to pronounce. There are some similar words in both names' prepositions: "Monster" and "World." It is due to our concept and theme itself, which is 'venture into the den of Monsters to discover all kinds of desserts.' Our business locates at No 166, Jalan TAN 1/10, Taman Tengku Ampuan Najihah 71450 Seremban, Negeri Sembilan, Malaysia. It is a strategic location situated near neighborhoods and industrial areas. Potential consumers could also find the place easily. That is why we chose this site to operate our business because we could gain various benefits. It is also to act as a platform to do our business into a well-known company.

### 2.2. Organizational Chart

