

FACULTY OF BUSINESS AND MANAGEMENT

ENT530

PRINCIPLES OF ENTREPRENEURSHIP



SOCIAL MEDIA PORTFOLIO: GEGET

PREPARED BY:

FACULTY & PROGRAMME : DEGREE IN FINANCE

SEMESTER : **OCT 2020 - FEB 2021**

PREPARED BY : HANAN WAFI BINTI FADZIL

MATRIC NO. 2020816858

GROUP : BA2422B

PREPARED FOR:

WAN HASMAT BINTI WAN HASAN

SUBMISSION DATE:

15th January 2021

EXECUTIVE SUMMARY

Geget is a food and beverage business that offers affordable cute snacks by giving them a fresh bake product on every single day as it is one of our missions. We commenced our business on the thirteenth of October in 2020 and were registered on the next day.

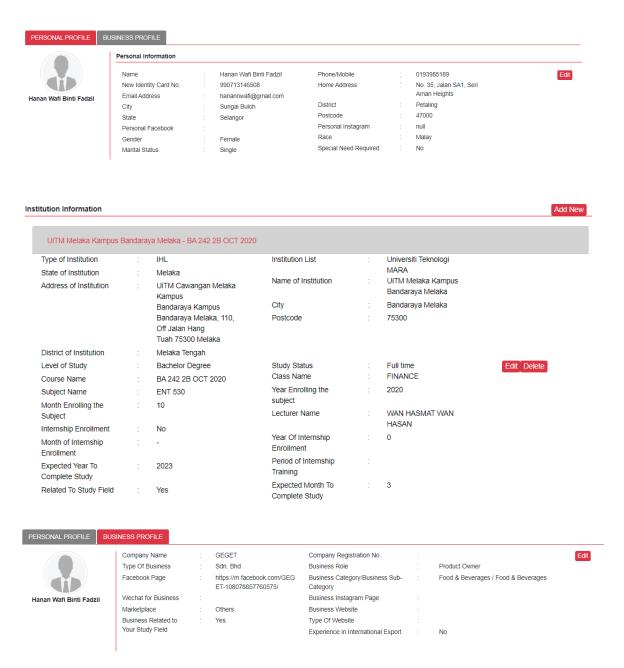
According to our customer feedback, our food has helped them to taste life a little sweeter than they used to due to our snack has the ability to take the stress away from their mind and help increasing the serotonin in their body. Not only it is affordable, but it also very satisfying and the slogan of 'A little bliss in every bite' of our business has come to reality. Most importantly, our food does not tie up to any season such as festival season, fruit season, and et cetera, as it can be eaten even during the off-season.

In the early opening of our business, our snacks were sold off more than 15 bottles in the first batch of order. Our sales keep increasing from batch to batch of orders, which we are now taking more than 45 bottles in a single batch. In sum, Geget is a very marketable food and we truly believe that it can be expand and grow further to achieve our business vision.

TABLE OF CONTENT

Ackı	Acknowledgement				
Exec	Executive Summary				
Table of Content List of Tables List of Graphics		IV V VI			
			I.	Go-Ecommerce Registration	1
			II.	Introduction of Business	2
	 Name and Address of Business 	2			
	Organizational Chart	3			
	Mission / Vision	4			
	• Description of Product	5			
	Price List	5			
III.	Facebook (FB)	6			
	 Creating Facebook (FB) Page 	6			
	• Customising URL Facebook (FB) Page	6			
	• Facebook (FB) Post – Teaser	7			
	• Facebook (FB) Post – Copywriting (Hard Sell)	10			
	• Facebook (FB) Post – Copywriting (Soft Sell)	16			
	• Graphics	21			
IV.	Conclusion	22			

I. Go-Ecommerce Registration



Graphic 1: Geget Go-Ecommerce Registration

II. Introduction of Business

Name and Address of Business

Our business name comes from the word bite in Malay which is *Gigit*, and we decided to improvise the name to catch everyone's interest, and we've come with a name of Geget. Geget's range target market is from the age of 9 to 75 years old as our snacks are highly suitable for a wide range of age that loves to fill their lives with sweetness.



Graphic 2: Geget Logo

The blue pastel colour as the background of the logo represents soothing with every bite that we take on the snacks that we baked. The white cloudy-like symbol in the logo represents the bite mark. While the pastel red of Geget represents our passion in serving fresh snacks to our customer. And our business slogan "A little bliss in every bite" which guarantees an extraordinary experience with every bite they take.

Name of Business : Geget

Business Address : No. 35, Jalan SA 1, Seri Aman Heights, Sungai

Buloh, 47000, Selangor Darul Ehsan.

Corresponding Address : geget@gmail.com

Telephone Number : 019-1234567

Form of Business : Sole Proprietorship

Main Activities : Food and beverages

Date of Commencement : 13th of October 2020

Date of Registration : 14th of October 2020

Registration Number : 002876968-U

Name of Bank : CIMB

Bank Account Number : 7776530947

Table 1: Geget Business Information