



اَوْنِيُوْرَسِيْتِيْ بَاتِيْكَوْلُوْ كِيْ بِمَارَا  
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**ENT530  
(PRINCIPLES OF ENTREPRENEURSHIP)**

**SOCIAL MEDIA PORTFOLIO**

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## **EXECUTIVE SUMMARY**

In these report, I have compile social media content on Facebook that I have been working on. Social media marketing is refer to the process of gaining an attention toward the social media user for certain thing. The social media marketing has been one of the main weapon for the businesses in making their product more notice able in the market this day.

Based on the task that been given, the researches has been assign to create an Facebook Page (FB) that purposely for the marketing and selling the product. The researches has collaboration with the local business in Taiping, Perak. The product that been given to be use is Bahulu. Based on the Madam Salzainna Zainul Abidin, She has put several thing that need to been follow in the Facebook Page such as there posting must have the Teaser for the product, Soft Sell and Hard Sell other than that there were couple posting that need to be post. The Researches also need to be register under E-Commerce as one of the rule before joining the business.

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# INTRODUCTION

## COMPANY BACKGROUND

Established back in 2018. Bahulu Kampung started from a housewife that trying to survive financial crisis. We promise to our buyers that every bite has its own aroma of deliciousness. The company is a family type of business which all the company thing will been handle by the family member only. The company is focusing on the snack and kueh product. The product that been mention is like Bahulu. The target audience or the customer that been targeting is the people around the area. Some of the customer is from the regular and also from the spread of the news from the customer to other person. The shop is locted at No 186, Jalan Kota Wira, Taman Kota Wira, Ulu Sepetang, 34010, Taiping, Perak.

## ORGANIZATIONAL CHART

