



## SOCIAL MEDIA PORTFOLIO: FB PAGE

### CHOCOJAR BY CHOCOLAT

#### PRINCIPLES OF ENTREPRENEURSHIP (ENT530)

**FACULTY & PROGRAMME** : FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR IN OFFICE SYSTEM MANAGEMENT  
(HONS)

**SEMESTER** : 3

**NAME** : AHMAD BIN KAMARULZAMAN

**STUDENT ID** : 2019804976

**GROUP** : BA2323B

**LECTURER** : DR SYUKRINA ALINI BINTI MAT ALI

## **ACKNOWLEDGEMENT**

First and foremost, praises and thanks to Allah, the Almighty, for His showers of blessings throughout the journey of my case study in order for me to complete this social media portfolio successfully.

The success and result of this assignment involved a lot of support and encouragement from several individuals, and I was very grateful to have this during the completion of my task. Whatever we have done is only because of such advice and support, and I will not fail to thank them for that. I admire and thank Dr. Syukrina Alini for giving me the opportunity to do this assignment and I am extremely grateful to her for providing me with good support and guidance.

I am glad that, within the time provided by Dr. Syukrina Alini, I managed to complete the assignment. Without the commitment and cooperation of families, classmates and friends, this task cannot be accomplished. Finally, I would like to express my appreciation for the encouragement and willingness of my fellow friends and classmates to spend their time with me to answer my questions.

## **EXECUTIVE SUMMARY**

The assignment that had been assigned this time is about promoting or selling products/services in Facebook page. In this assignment we have been instructed to do a Facebook page. The Facebook page is a platform to us to complete the assignment to run a business, whether you are promoting or selling a products/services.


On this assignment I have choose to promote only the business. My business is about selling a chocolate product. My company's name is Chocolat and selling chocojar. Next, I have been assigned to get 91 likes and I manage to get 96 likes on the Facebook page. I also manage to make 16 posting hard sell, 16 posting soft sell and 7 posting teasers.

In the concluding segment of the study, all the step and instructions that I follow are the right way to open a business online by using Facebook page as a platform to promote the business.

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## 1.0 Go-Ecommerce Registration

PERSONAL PROFILE	BUSINESS PROFILE																																
 <p><b>AHMAD BIN KAMARULZAMAN</b></p>	<b>Personal Information</b> <table><tbody><tr><td>Name</td><td>: AHMAD BIN KAMARULZAMAN</td><td>Phone/Mobile</td><td>: 0133031468</td></tr><tr><td>New Identity Card No.</td><td>: 990128107073</td><td>Home Address</td><td>: L3-2-10, PANGSAPURI PAHLAWAN, TAMAN TUN PERAK</td></tr><tr><td>Email Address</td><td>: ahmadkmz88@gmail.com</td><td>District</td><td>: HULU LANGAT</td></tr><tr><td>City</td><td>: CHERAS</td><td>Postcode</td><td>: 43200</td></tr><tr><td>State</td><td>: Selangor</td><td>Personal Instagram</td><td>: ahmad_kmz_</td></tr><tr><td>Personal Facebook</td><td>: Ahmad Kmz</td><td>Race</td><td>: Malay</td></tr><tr><td>Gender</td><td>: Male</td><td>Special Need Required</td><td>: No</td></tr><tr><td>Marital Status</td><td>: Single</td><td></td><td></td></tr></tbody></table>	Name	: AHMAD BIN KAMARULZAMAN	Phone/Mobile	: 0133031468	New Identity Card No.	: 990128107073	Home Address	: L3-2-10, PANGSAPURI PAHLAWAN, TAMAN TUN PERAK	Email Address	: ahmadkmz88@gmail.com	District	: HULU LANGAT	City	: CHERAS	Postcode	: 43200	State	: Selangor	Personal Instagram	: ahmad_kmz_	Personal Facebook	: Ahmad Kmz	Race	: Malay	Gender	: Male	Special Need Required	: No	Marital Status	: Single		
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