

# FACULTY OF INFORMATION MANAGEMENT UNIVERSITY OF TECHNOLOGY MARA CAMPUS PUNCAK PERDANA SHAH ALAM

# ENT530 (PRINCIPLES OF ENTREPRENEURSHIP)

## INDIVIDUAL ASSIGNMENT

(SOCIAL MEDIA PROTFOLIO)



#### **PREPARED BY:**

AFIQAH ZAFIRAH BINTI ZAHARIN 2019627392

**GROUP:** 

IM2463ST4

## **PREPARED FOR:**

MUHAMMAD HAFIZI BIN ZAMRI

## **SUBMISSION DATE:**

28 JANUARY 2020

#### **ACKNOWLEDGEMENT**

I would like to express our great appreciation to sir Muhammad Hafizi Bin Zamri, Lecturer of ENT530 (PRINCIPLES OF ENTREPRENEURSHIP) at UITM Puncak Perdana for his patient guidance, enthusiastic encouragement and useful critiques of this assignment. His willingness to give his time so generously has been very much appreciated. Next, I really appreciate it for gaving us extra time to finish this assignments. Thank you for all the information shared to us to complete our Social Media Portfolio assignment.

# TABLE OF CONTENT

# Contents

Executive summary	1
Go-ecommerce registration	2
Introduction to the business	3
Organizational chart of Nilofa Milk.AZ	4
Mission and vision	5
Description of product and price list	6
Facebook pages & url facebook page	10
Teaser	11
Soft sell	16
Hard sell	25
Graphic	33
Facebook pages insights	34
Conclusion	40

#### **EXECUTIVE SUMMARY**

This banana milk appears to be mixed with condensed banana milk. The nutrients obtained are extracted only from Bananas, Mango, Durian and milk. You should try banana milkshake or banana smoothie at home as a better alternative for unprocessed foods. Some ingredients may have been added to the cocktail. Many people though that this Nilofa milk is for people who wants to loose fat because it contain something that could help it but it is actually the normal drinks that we always drink in our daily routine.

Noor Neelofa Mohd Noor, the founder of this Nilofa Milk has said that you do not have to worry if you want to drink it because it is just a drink with flavour which is just drink it whenever you feel exhausted. Next, this product has came out with flavour and they released it one by one. You can choose the flavour according to your favourite.

#### GO-ECOMMERCE REGISTRATION

