



اُونِيُوَرَسِيْتِي تِيكُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF INFORMATION MANAGEMENT KAMPUS PUNCAK PERDANA SHAH ALAM

BACHELOR OF INFORMATION SCIENCE (HONS)

LIBRARY MANAGEMENT

PRINCIPLES OF ENTREPRENEURSHIP

(ENT530)

ASSIGNMENT

SOCIAL MEDIA PORTFOLIO

PREPARED FOR

NOR SARA NADIA MUHAMAD YUNUS

PREPARED BY

NUR ADNIN NAJWA BINTI NAFI 2019217644

SUBMISSION DATE:

8 JANUARY 2021

ACKNOWLEDGEMENT

First and foremost, praise to Allah, for enabling me to accomplish this task without any difficulties. Also, special thanks and gratitude is given to my lecturer, Nor Sara Nadia Muhamad Yunus for all her advice and encouragement during the execution of this assignment. I really grateful because I managed to complete this assignment within the time given by our lecturer.

I hope my assignment is complete and will be receive. I had used my effort and acknowledgement to search information and ideas. Hoped my effort was worth it.

EXECUTIVE SUMMARY

Choco Delight is my business name. I am selling chocolate in a jar that is a trend right now. The main objective is to offer customers sweet food and at an affordable price and the luxurious taste of chocolate and bubble rice.

My business was started on the 6th of November in 2020. The reason why I sell chocolate jar is that the ingredient is easy to find, thus, it also easy to cook and served and last is my customer can buy it at affordable price. My target audience is from 5 until 55 years old. For this business, I offer to my customer affordable and reasonable prices.

My product promoted through social media which is Facebook. The reason is it an easy platform to use to spread the words and stuff.

TABLE OF CONTENT

	Content	Pages
	ACKNOWLEDGEMENT	
	EXECUTIVE SUMMARY	
1.0	INTRODUCTION BUSINESS	
	1.1 Name and Address of Business	1
	1.2 Organization Chart	2
	1.3 Mission and Vision	3
	1.4 Descriptions of Product and Services	3 – 4
	1.5 Price List	4
2.0	FACEBOOK (FB)	
	2.1 Creating Facebook Page (FB)	5
	2.2 Custom URL Facebook Page	5
	2.3 Facebook Post - Teaser	6 – 7
	2.4 Facebook Post – Hard Sell (Copywriting)	8 – 12
	2.5 Facebook Post – Soft Sell (Copywriting)	13 – 14
	2.6 Graphics	15
3.0	Conclusion	16

1.0 INTRODUCTION OF BUSINESS

1.1 Name and Address of Business

Choco Delight is a business name that is decided based on the ingredient that is used which is chocolate. The reason why I used “delight” words is that chocolate can make someone happy, especially my customer. Chocolate is like therapy without making an appointment. That’s the reason why I combine those two words. The price of my product is affordable to all my customers. It is because my target audience which is my customer is from 5 - 55 years old as my chocolate jar is suitable for the individual that likes something sweet. The price that I state is 3 Ringgit Malaysia only and it is affordable and reasonable.



Figure 1.0 Chocolate jar official logo.